“I Am My Brother’s Keeper”

International Director of Education
William L. Powell, Jr.
2007 - 2009
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SIGMA WELLNESS PROGRAM OVERVIEW

Phi Beta Sigma Fraternity, Inc., an international organization comprised of 150,000 college-educated men, focuses on issues that impact the youth and our communities. Through its international mentoring program entitled; Sigma Beta Clubs, for males ages 8-18, the organization provides opportunities for the development of young men as they prepare for college and the workforce. The organization's partnerships with the American Cancer Society, March of Dimes, Center for Disease Control and Prevention, Boy Scouts of America, Sponsors for Educational Opportunity, Brookhaven National Laboratory, INROADS and the Thurgood Marshall College Fund speaks to its mission to address societal ills including health disparities, educational and developmental opportunities for young males.

The Phi Beta Sigma programs of Bigger and Better Business, Education and Social Action are realized through the Fraternity's overarching program, Sigma Wellness.

Sigma Wellness is a Phi Beta Sigma signature community and fraternity initiative adopted at Conclave Charlotte 2007 and has the following objectives:

1. To support Sigma's vision of ensuring programs are focused and committed to serving our communities and serving young males through mentoring and scholarships.

2. To ensure symmetry among all of our organizational and community initiatives.

3. To develop a sense of pride and commitment in the community toward healthy living that will reduce the incidence of health conditions that adversely affect men of color.

4. To develop a sense of pride, ownership and success toward healthy educational living that will stress maturity, growth and success in educational pursuits and advancement, leading to success in corporate America and business and industry, with corporate advancement predicated upon a healthy educational background and career enhancement and development.
CALL TO ACTION IN EDUCATION!

FROM THE INTERNATIONAL DIRECTOR OF EDUCATION

Welcome to I Am My Brother’s Keeper.

The focus for I Am My Brother’s Keeper, stems from an understanding that now more than ever we must be men who value pure brotherhood. The Men of SIGMA requested training and networking that would fortify as well as strengthen our brothers for the challenges of the future. I Am My Brother’s Keeper from my perspective, is an implementation of the Twelve Inch Rule, combined with providing opportunities for both collegiate and alumni to bond. The positive networking system of mentorship will hopefully lead to increases in future economic growth for our brothers. Providing internships, co-ops and full time job opportunities serve to strengthen the structure of our organization and allow SIGMA men to concentrate on positive impacting our communities through focused programs.

We are investing in our brothers while at the same time bridging the gap between our collegiate’s and alumni. This initiative is a "Win - Win" for SIGMA. Everyone who participates will be ensured upon graduation that their Sigma financial dues will be paid the following year, which directly improves our retention rates. I am excited and expect a wonderful return on our investment because it's mutual from collegiate to alumni and vice versa. Working together as brothers, we can build a stronger fraternal bond.

BLUE PHI!

Fraternally,

William L. Powell, Jr.
International Director of Education
Phi Beta Sigma Fraternity, Inc.
I Am My Brother's Keeper

The Launch of Sigma's Premiere Educational Program

September 20, 2008 will be an historic date in Sigma, as on that day, I Am My Brother’s Keeper, Sigma's capstone educational program, will be unveiled.

Under the direction of International Program Director Bro. William Powell, the program will launch across the seven regions of Phi Beta Sigma, as a training program to ensure job and career readiness for Sigma's collegiate membership.

Says Director Powell, "The program has lofty goals, but they ARE achievable, and the success of the program ensures the success and perpetuation of pure brotherhood in Phi Beta Sigma."

The program is designed to train between 50 and 75 collegiate’s brothers in each region, to prepare them for job/career searches and attainment. The program not only offers opportunities for training in various career preparation topics such as interviewing, employee ethics, and researching a company, but the program also provides resources that will allow collegiate brothers to be mentored by alumni brothers in the desired career path and/or profession.

Additionally, resources will be identified for possible internships and co-ops for collegiate brothers who successfully complete the Keeper's training agenda and mentoring process.

Additional aspects of the program allow for an easier transition for collegiate’s to move to alumni chapters, and allowances for discounted membership dues in the transition process.

The program is a comprehensive, exciting and challenging undertaking that will benefit both collegiate and alumni brothers, strengthen the bond between collegiate and alumni brothers, prepare collegiate brothers for action plan development in identifying employee and career paths, and that will also benefit the fraternity's retention rate, in assisting collegiate’s in their transition to alumni chapters.

Regional Boards and Chapters will receive the electronic program packet during the first week in August. Brothers will also be able to access the packet and necessary enrollment forms via the International Website at www.pbs1914.org under the programs initiative page.

I Am My Brother’s Keeper is a part of the Sigma Wellness Brand.
I AM MY BROTHER’S KEEPER
THE PROGRAM

I Am My Brother’s Keeper is a training and networking educational program of Phi Beta Sigma. The intended audience is the collegiate membership of Phi Beta Sigma. The purpose of the program is to: (1) help prepare collegiate brothers for entry into the work world; (2) cultivate Sigma leadership; and (3) assist in the transition moving from collegiate chapter to alumni chapter upon graduation from the collegiate ranks.

The program contains numerous components, including (1) self-tracked and facilitated workshops relative to work and career paths, (2) mentoring one-on-one between collegiate and alumni brothers, (3) increased retention through collegiate/alumni bonding resulting in a higher rate of transition to alumni chapters, and (4) job opportunities through the establishment of a job bank, including internships, co-ops and permanent employment upon graduation. This initial pilot of the program is to train/mentor 50 collegiate members in each Region to ensure job/career readiness throughout the 2008-2009 academic calendar year.

I Am My Brother’s Keeper is a part of the Sigma Wellness Brand. It exemplifies, reinforces and documents educational, economic and employment wellness. The cadre of workshops and mentoring will help to provide a HEALTHY and equally well-prepared pool of candidates for the workforce who will be prepared to meet the challenges of the transition from collegiate life to corporate life.

Program Objectives

I. Collegiate’s

A. To provide a series of life skills courses that will assist collegiate’s in their job searches

B. To provide resources to assist collegiate’s in their job searches

C. To provide one-on-one mentorship with professional Sigma men for the purpose of workforce and career transitioning

D. To assist collegiate’s in becoming part of a qualified pool of candidates for scholarships and full time employment

E. To assist collegiate’s in developing valuable and sustained relationships with alumni brothers

F. To assist collegiate’s in the transition from collegiate to alumni chapters
II. Alumni

A. To provide alumni chapters and brothers the opportunity to 'give back' to the collegiate ranks of the organization

B. To provide alumni brothers the opportunity to assist in providing records to assist collegiate’s in their job searches

C. To provide alumni brothers the opportunity to mentor collegiate’s and assist them in becoming part of a qualified pool of candidates for scholarships and full time employment

D. To assist alumni in developing and sustained relationships with collegiate brothers

E. To assist alumni chapters in transitioning collegiate brothers into alumni chapters; assisting with membership retention and statistical tracking

III. SIGMA

A. To assist in strengthening Sigma's retention rate through the transitioning of collegiate’s into alumni chapters

B. To assist in strengthening Sigma's financial stability as an organization by attacking the current dilemma of college drop-out rates amongst Sigma men

C. To provide a documented and viable service to collegiate membership made manifest by the evaluation of this program

D. To assist in identifying future leaders in Sigma through the workshop series

E. To assist in scholastic recognition and presentation through the tracking metrics of the program

F. To create a database of higher education statistics amongst the membership that will be valued by institutions of higher learning as well as the employment arena

G. To foster a stronger unified brotherhood in SIGMA (between collegiate’s and alumni on a one-to-one basis), remembering that success most often is not measured by how far we've climbed, but rather how many people we've brought with us along our journey
H. To create a model mentorship/networking mechanism that the Fraternity may use as a recruitment tool for perspective members

IV. Community

A. To provide success stories, statistics and trends on collegiate membership retention during collegiate study

B. To provide success stories, statistics and trends on collegiate membership based upon brother's entering the workforce upon successful completion of the program

C. To provide a pool of qualified job applicants to the community, based upon scholastic achievement, leadership achievement, and job preparation

D. To create a model mentorship/networking mechanism that the Fraternity may use as a successful tool that documents the preparation of African American men to take places and become viable and relevant contributors to society.

E. To further community relationships and corporate partnerships based upon the success rate of the candidates completing the training

Program Projected Outcomes

I. Upon completion of the training, 350 collegiate participants will receive a "Certificate to Hire," which will serve as a gateway for brothers/corporate partners to hire them. A letter of reference detailing the program will accompany the certificate.

II. A database of trained collegiate brothers will be implemented to track grade point averages and collegiate graduates.

III. A database of mentor-to-mentee will be established, which the fraternity will use for transfer into alumni chapters.

IV. Partnerships with a variety of corporations will be identified for future funding/job opportunities.

V. A training model will be implemented in all seven regions.

VI. A new recruitment tool will be established for prospective members to view our brotherhood through a concrete networking forum.

VII. Every participant will be properly adorned with business attire for their internships and co-ops.
VIII. Lessons will be administered on how to traverse the corporate environment in a multitude of fields.

IX. Relationships will be established between collegians and alumni which will strengthen the bond of brotherhood.

X. Retention rates will increase as a direct result of us being "Our Brothers Keeper", i.e. providing an opportunity for success.

XI. Transfer rates of collegians to alumni chapters in the first year upon graduation will increase.

XII. A list of all donors, participants and trainers will be highlighted on our national website.

XIII. A detailed report of funds donated/allocated will be produced for the brotherhood perusal.

XIV. Receipts will be sent by the treasurer to everyone who donated.

XV. Selective video tapping of training will commence for documentation.
## I Am My Brother’s Keeper

### TIMELINE

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 31, 2008</td>
<td>Press release and registration materials distributed</td>
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<tr>
<td>August 25, 2008</td>
<td>Deadline for workshop trainer enrollment</td>
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<tr>
<td>September 10, 2008</td>
<td>Deadline for collegiate enrollment</td>
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<tr>
<td>September 10, 2008</td>
<td>Deadline for alumni enrollment</td>
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<tr>
<td>September 20, 2008</td>
<td>Program Kickoff</td>
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I Am My Brother’s Keeper

THE TEAM

International Director of Education
Brother William Powell

International Support Staff
International Executive Director
Brother Marco McMillan

International Director of Technology
Brother Ian Heissier

Associate/Second Vice Regional Directors (or comparable regional collegiate position)
Eastern Region
Great Lakes Region
Gulf Coast Region
Southeastern Region
Southern Region
Southwestern Region
Western Region

Regional Directors of Education
Eastern Region
Great Lakes Region
Gulf Coast Region
Southeastern Region
Southern Region
Southwestern Region
Western Region

Regional Directors of Publicity/Webmasters
Eastern Region
Great Lakes Region
Gulf Coast Region
Southeastern Region
Southern Region
Southwestern Region
Western Region
I Am My Brother’s Keeper

FREQUENTLY ASKED QUESTIONS

WHAT IS I AM MY BROTHER’S KEEPER?

It is a component of the educational programmatic thrust of Phi Beta Sigma that prepares collegiate brothers for entry into the work world. The program has numerous components, including self-tracked workshops relative to work and career paths, mentoring one-on-one between collegiate and alumni brothers, increased retention through collegiate/alumni bonding resulting in a higher rate of transition to alumni chapters, and job opportunities through the establishment of a job bank, including internships and co-ops.

WHO ADMINISTERS MY BROTHER'S KEEPER?

The program is administered by an international team of partners and skilled professionals, under the leadership of Bro. William Powell, International Director of Education (IDE).

WHAT MUST I DO TO PARTICIPATE IN MY BROTHER'S KEEPER

Collegiates:

You must complete the following:

Enrollment Form. If you are a collegiate brother, complete the collegiate enrollment form located on the Phi Beta Sigma official website.

A Transcript. The official transcript must be received by the IDE at the following address: Natdiredu@yahoo.com

Essay. Collegiate’s must submit an essay of 300 words or less entitled "Where You See Yourself 5 to 10 Years from Now." Key points to include are the steps you believe must be taken in order to achieve your goals in those years.

Collegiate’s who successfully complete the steps above will receive acknowledgement of their enrollment in My Brother's Keeper. There is no minimum GPA requirement to participate.

Alumni:

Complete the alumni resource form which can be found at the Phi Beta Sigma official website.
WHAT TYPES OF TRAINING WILL BE OFFERED THROUGH MY BROTHER'S KEEPER?

Modules will be offered on the following topics:

- Etiquette: Dining and Social Graces
- Golf Etiquette
- Getting Hired: Computer Etiquette
- Getting Hired: Cover Letters
- Getting Hired: Interviewing Skills
- Getting Hired: Resumes
- In the Workplace: Business Attire
- In the Workplace: Business Etiquette
- In the Workplace: Conflict Resolution
- In the Workplace: Sexual Harassment
- In the Workplace: Your Benefits
- In the Workplace: Your First Check
- In the Workplace: Your Work Ethic
- Your Life: Career Choices
- Your Life: Credit Issues
- Your Life: Personal Finances
- Your Life: Sigma After College
- Your Life: Time Management
- Your Life: Work/Life Balance

SO, BY TAKING THESE COURSES, WILL I GET A JOB?

I Am My Brother's Keeper does not guarantee employment; however it provides career and job preparation and awareness. The program also provides benchmarking and standards that are acceptable in the corporate, non-profit and government sectors to assist Brothers in mastering the knowledge and skills required for effective and desirable employment.
I'M STILL NOT REAL CLEAR ON WHAT THIS PROGRAM DOES FOR ME?

I Am My Brother’s Keeper has a number of components:

I. Collegiate Brothers
   A. Can take a series of workshops for career and job readiness
   B. Can enroll in a one-on-one mentoring/coaching program with an alumni brother in the working world
   C. Can receive financial assistance from alumni Brothers for transitioning to the workplace
   D. Can gain access to database information regarding job opportunities, co-ops and internships

II. Alumni Brothers
   A. Can facilitate workshops based upon professional expertise and skills
   B. Can enroll in a one-on-one mentoring program with a collegiate and assist with employment/career choices
   C. Can financially assist collegiate’s in job preparation through contributing to a collegiate fund
   D. Can provide leads/sponsorship for job opportunities, co-ops or internships
I Am My Brother’s Keeper

TEAM ACCOUNTABILITIES/RESPONSIBILITIES

The success of I Am My Brother’s Keeper is based upon the complete participation of the team. The Brother's Keeper's Team is:

The International Director of Education (IDE) is responsible for the overall monitoring and maintenance of the program. He is the source of all communications, database management and program direction and documentation.

The 7 Regional Directors of Education are the local foot soldiers of the program, monitoring the success of the program regionally and reporting information to the IDE. The Directors must keep the momentum going regionally, maintaining open door policies for communication between all branches of the Team. The Directors are responsible for the timely and routine dissemination of information throughout the region, and in receiving data from the region and making sure it is properly processed and routed to the IDE.

The 7 Associate Regional Directors (or appropriate collegiate officer on the 7 regional boards) are responsible for promoting the program to collegiate’s, channeling communications from the IDE and the Directors of Education to their respective constituent regional collegiate bases. They are responsible for direct communication with their collegiate chapters to ensure the perpetuation of the program, to receive constructive feedback, and to make sure that feedback is routed to the proper areas, and to the IDE for program re-evaluation.

The 7 Regional Directors of Publicity will work with their regional webmasters to make sure updated communications are made accessible to their respective regions; and to enhance the publicity and marketing of the program through the regional promotional, distribution and circulation of all program communications from the IDE and the Regional Directors of Education.

The 7 Regional Webmasters will work with their regional directors of publicity to make sure updated communications are made accessible to their respective regions through the regional websites; and to enhance the publicity and marketing of the program through the uploading to regional websites of all international and regional promotions, publicity and press releases relevant to I Am My Brother’s Keeper.

Chapter Advisors will work closely with their respective advised chapters, making sure they are receiving first hand the communications on I Am My Brother’s Keeper.

Alumni Brothers will promote and support I Am My Brother’s Keeper by (1) volunteering to serve as one-on-one mentors; (2) providing job, co-op and internship opportunities for distribution amongst collegiate brothers; (3) serving as contacts for
potential business and corporate sponsors/partners; (4) serving as trainers and workshop facilitators; (5) making financial contributions to the program to assist in program costs and to provide financial resources to collegiate brothers; and (6) serving on the IDE's international volunteer team for program maintenance.

Collegiate Brothers will fully participate in all aspects outlined for the program. Attendance is required and feedback is essential. As specified in the Q&A, collegiate brothers are required to (1) complete online enrollment, (2) submit official university transcripts, and (3) submit a 300 word essay.