

NextGen Network Community Outreach Projects

The **NextGen Network's** commitment to strengthening the African-American corporate leadership pipeline includes outreach to the next generation of business professionals in primary and secondary schools, in college, and young professionals in the first stage of their careers. For those companies and individuals who would like to have a direct impact on the lives of African Americans preparing to compete for business leadership positions in the global marketplace, supporting these endeavors is vital.

As part of these community outreach efforts, one of the many projects **NextGen Network** has sponsored is the **Donna J. Lago Memorial Scholarship Essay Competition**. NextGen Network members conceptualized and administer this scholarship competition for African American high school seniors who write essays about a public issue affecting our nation. The essay question is tailored to inform and encourage youth to contemplate the serious national and global issues that are affecting our lives. This scholarship is named after one of **NextGen Network** founding members, Donna Jamison Lago, who lost a battle with cancer. Entergy Nuclear currently sponsors this competition and with its support, the program has distributed over \$70,000 in scholarships to deserving high school seniors since 1999.

Additionally, **NextGen Network** members participate in structured mentoring and guidance programs for a number of organizations, including the following:

Management Leadership for Tomorrow Mentoring (MLT): a national non-profit focused on increasing the presence of qualified students of color in leading entry-level business careers and top graduate schools of business and management.



Get Involved With The NextGen Network

Companies hoping to partner with NextGen Network have a myriad of ways to become involved:

- Underwrite events or programs
- Sponsor organization publications
- Encourage high-performing mid-level African-American managers to join
- Connect the organization with African American executives who are willing to participate in programming
- Recruit and mentor African-American students interested in business careers

Granville Academy: a national organization that prepares youth for economic empowerment by teaching the foundations of business, finance, technology, entrepreneurship, character building and community service.

Leadership Education and Development (LEAD): a national summer program that places rising high school seniors of color in structured business classes at the nation's top graduate schools of business and management.



For more information on these and other ways you can support the NextGen Network in its mission, please visit our website at www.nextgennetwork.com or contact us at the following address:

NextGen Network, Inc.
c/o Urbanomics Consulting Group
1010 Wisconsin Avenue NW, Suite 430
Washington, DC 20007
(202) 944-3840
www.nextgennetwork.com



www.nextgennetwork.com





The Global Business Leadership Imperative

According to the Highland Hudson report “The Case for Diversity: Attaining Global Competitive Advantage,” inclusiveness among senior management ranks must become an organization-wide priority today for U.S. industries to remain competitive in the global marketplace of the future. Remaining competitive has become predicated on tapping consumer and labor markets that are ethnically diverse. For instance, among African-Americans, purchasing power was \$799 million, in 2006 and over \$2 billion for all minority groups combined. This represents nearly 22% of all U.S. buying power and makes minority buying in the U.S. the seventh largest global economy (source: Selig Center, The World Bank).

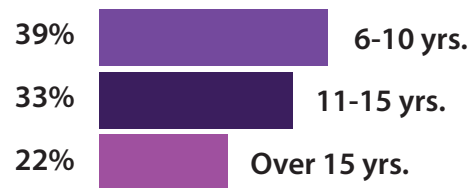
Reaching these large, robust ethnic markets, both domestically and globally, has created tremendous incentive for companies to identify, recruit, develop, and retain emerging leaders from diverse backgrounds who have the capabilities and skills to lead the organizations of the future. The U.S. Department of Labor reports that 27% of African Americans in the labor force are in management, professional, or related occupations, compared with 34.9% of the total population. As demographics continue to shift, U.S. industry will need the skills of all people to retain a position of global leadership.

NextGen Network Member Profile

Highest Degree Earned:



Years of Professional Experience:



Professional Status:



The NextGen Network provides Fortune 500 companies and other corporate partners a direct line to top-tier African American talent from which to recruit. NextGen Network is also an established avenue to supplement or augment professional development programs for high potential African American leaders.

NextGen Network Member Programs

The NextGen Network leadership team and board of directors develop an annual series of initiatives designed to enhance the skills and competencies of its membership base. The following are key programs:

Spring and Fall Membership Meetings: Twice a year, the membership of NextGen Network convenes for professional and personal development along with members of The Executive Leadership Council. The spring and fall meetings are one-to-three-day events during which NextGen Network members engage in a series of educational and social activities to benefit from the organization’s mission.

Career Coaching and Mentoring: NextGen Network members have ongoing access to a group of professional career coaching services. In addition to creating group and individual programs, the coaches pair members with peer and executive mentors for ongoing development, if requested. These mentors are members of The Executive Leadership Council.

NextGen Network and Friends Events: These events facilitate social and professional relationships among NextGen Network and The Executive Leadership Council members within a specific region or industry. These events are open to potential members and corporate sponsors to introduce themselves to the organization and its membership.

“It’s For You” Conference Calls: “It’s For You” sessions are intimate professional development video and teleconference calls that feature lectures from senior level African American executives in corporate America. These sessions feature a member of The Executive Leadership Council and/or a senior executive from a corporate sponsor or partner who shares lessons learned from their personal and professional experiences in corporate America.

Communications: NextGen Network maintains three vehicles for ongoing communication with its members, The Executive Leadership Council, partners, and corporate sponsors. The first is the bi-annual newsletter that features news on members, partners and corporate sponsors. The second is the Member Profile Book which serves as a resource for interested parties to learn about the composition of NextGen Network’s membership. The third is the NextGen Network web site, which contains information and updates for managing the ongoing agenda of the organization. In conjunction with the website, NextGen Network uses a member Intranet called CollectiveX, to keep members abreast of current events and to encourage networking within the organization.

