

**US NUCLEAR REGULATORY COMMISSION
MINORITY SERVING INSTITUTIONS PROGRAM
COMMUNICATION PLAN**

GOALS:

This Communication Plan is to announce the implementation of the Minority Serving Institutions Program (MSIP), and the Nuclear Regulatory Commission's commitment to implement the White House education initiatives and comply with provisions of Sec. 651 of the Energy Policy Act of 2005 (EPA), directed towards Minority Serving Institutions (MSIs).

BACKGROUND:

The Higher Education Amendments of 1998 define MSIs as institutions of higher education that have a combination of different minority groups that total at least 50 percent of their enrollment. Institutions of higher learning that fit into this category include: Historically Black Colleges and Universities (HBCUs); Hispanic Serving Institutions (HSIs); and Tribal Colleges and Universities (TCUs). These institutions play an important role in the preparation and success of minority students in all disciplines, including science and engineering.

The Federal Government recognizes MSIs as important catalysts in the delivery of education to our nation's minorities, and has expressed its commitment to strengthening their capacities through White House education initiatives.

On August 8, 2005, President Bush signed into law the Energy Policy Act of 2005 (EPA). NRC received authorization to establish and participate in partnership programs with institutions of higher education, including HBCUs, HSIs and TCUs, to enhance their capacity to train students in fields NRC deems critical to its mission.

The Office of Small Business and Civil Rights (SBCR) administers the MSIP. The purpose of the MSIP is to ensure MSIs and students and faculty of MSIs have meaningful and equal access to NRC conducted and financially assisted programs and activities.

After approval by the EDO, the MSIP will be announced to internal and external stakeholders.

KEY MESSAGES

The purpose of the MSIP is to:

- Exchange and transfer knowledge, ideas, concepts and skills
- Develop the skills and abilities of minority individuals and individuals covered by White House education initiatives
- Ensure meaningful and equal access to opportunities and benefits to include educational preparation, job readiness skills and work experience for students and faculty of MSIs and individuals covered by White House education initiatives in areas NRC deems critical to its mission

Enclosure 2

AUDIENCE:

Stakeholders are defined as individuals or organizations having an interest in the NRC.

Internal: Commission, EDO, Management and Staff

External: Executive Director for the White House Initiative on Historically Black Colleges and Universities
Executive Director for the White House Initiative on Hispanic Serving Institutions
Executive Director for the White House Initiative on Tribal Colleges and Universities
Federal Civil Rights Offices
Minority Serving Institutions
Educational Institutions
Nonprofit/Profit Organizations
State and Local Governments
Professional Organizations
Private/Public Sector Organizations
Other Providers of Programs and Activities
Department of Energy (DOE) and Other Federal labs

COMMUNICATION TEAM

The primary responsibility of the Communication Team is to ensure a consistent, accurate, and timely message is conveyed to our stakeholders. The Team consists of:

COMMUNICATION TEAM MEMBERS	OFFICE(S)	TELEPHONE NUMBER E-MAIL ADDRESS
Representatives (Rep) from NRC Program Offices and Regions To Be Determined (TBD)	NRR NMSS RES OIS OGC OPA OHR ADM NSIR SBCR Regions I, II, III or IV	
Rep Communications Council TBD		

The Team’s primary points of contact are Marva Gary, Deputy Director (Back-Up Team Leader), SBCR at 301-415-7382, email: mcg@nrc.gov, and Tuwanda M. Smith, Esq., MSI Program Coordinator (Team Leader), SBCR at 301- 415-7394, email: txs5@nrc.gov.

COMMUNICATION TOOLS

The following tools will be used to communicate with stakeholders.

Internal Stakeholders

-EDO/Meetings

Upon approval by the EDO, the Director, SBCR will brief attendees at the EDO staff meetings on the key aspects of the MSIP, and provide a copy of the Program.

-Website/Brochure/Frequently Asked Questions and Answers (Q&A)

SBCR with the assistance of OIS will expand NRC's website to include MSIP. SBCR will develop a MSIP brochure and announcement with assistance from ADM (graphics). OIS will be requested to post the MSIP, brochure, announcement and Q&A on NRC's website.

-Collaboration

SBCR will work collaboratively with members from the Communication Team, Technical Review Panel; and NRC Headquarters and regional offices to include Office of Public Affairs, Office of State and Tribal Programs, the University Champions Program, and DOE and Federal laboratories to dispense information about MSIP and recruit volunteers who will assist in the program, e.g. review technical proposals, serve as mentors, provide work experiences, create research and development opportunities, or aid in recruitment and retention efforts.

-Distribution

Upon approval by the EDO, SBCR will ensure that key MSIP information is mentioned in an EDO update and NR&C publication, and a yellow announcement is posted notifying employees of the Program.

-Office Directors and Regional Administrators

SBCR or the Communication Team members when requested will assist office directors and regional administrators to provide information to their staff, discuss NRC's commitment to the MSIP, and explore ways they may assist in the program, e.g. review technical proposals, serve as mentors, provide work experiences, research and development opportunities, or aid in recruitment and retention efforts.

-Communications Council/Team

The MSIP will be announced at a Communications Council meeting. Communications Team members will assist SBCR to ensure that a consistent, accurate, and timely message regarding the MSIP is conveyed to our stakeholders.

External Stakeholders

-External Website and ADAMS

Upon approval by the EDO, the MSIP, policy statement, brochure, Q&A and announcements will be placed on NRC's website.

-Federal Register Notice

Upon approval of MSIP, SBCR will publish the MSIP through a Federal Register Notice.

-Mailing to Stakeholders

A letter from the EDO, copy of the MSIP, Q&A, and brochure will be sent to the following stakeholders:

- Executive Directors for each White House Initiative

An email from the Director, SBCR will be sent to the following stakeholders:

- EEO Directors Council
- Minority Serving Institutions
- Educational Institutions
- State and Local Government Offices that Provide Services Consistent with the Purpose of MSIP
- Other Providers of Programs and Activities

-Dissemination of Information through a Variety of Forums

NRC will disseminate MSIP information through:

- Minority Serving Institutions
- Private/Public Organizations
- Nonprofit/Profit Organizations
- Community and Professional Interest Groups
- NRC Website
- White House Education Initiatives Offices
- Other Sources Identified by OPA and OHR

-EEO Commission Briefing

Information on progress, status, and outcome of MSIP will be provided at the EEO briefings.

EVALUATION OF SUCCESS

The implementation of this plan will be evaluated on a periodic basis to ensure that communication is effective. Success in communicating our messages will be measured by informal feedback (oral/written) from the Communication Team, Technical Review Panel, Office of Public Affairs, Office of State and Tribal Programs, representative from the University Champions Program, DOE and Federal laboratories.

THE LINE OF COMMUNICATION ACTIVITIES

STEP	COMMUNICATION ACTIVITY	RESPONSIBLE ORGANIZATION	DATE
1	SBCR finalized draft of the MSIP.	SBCR	June 6, 2006
2	SBCR sent final draft MSIP to EDO, ADM, HR and OGC for review and comments (due 6/15/06).	SBCR	June 8, 2006
3	SBCR submitted the final MSIP, Communication Plan to OGC and OHR.	SBCR	June 30, 2006
4	SBCR submits the final MSIP, Communication Plan, Yellow Announcement and Policy Statement to EDO for approval.	SBCR	July 2006
5	Director, SBCR distributes copies of MSIP and Communication to senior staff during the EDO staff meetings, and brief attendees on key aspects of the MSIP, and provides copies of the Program.	SBCR	August 2006
6	Upon approval of MSIP, Communication Plan, and Yellow Announcement, announce the MSIP at the next Communication Council meeting.	SBCR	August 2006
7	Issue Yellow Announcement on the MSIP.	SBCR	August 2006
8	Develop Management Directive for MSIP.	SBCR	Aug/Sept 2006
9	Identify members for Communication Team and Technical Review Panel.	SBCR	Aug/Sept 2006
10	Upon approval, submit to ADM copies of MSIP, brochures and Q & A to SBCR for handout at presentations, conferences and career and recruitment fairs.	SBCR/ADM	Aug/Sept 2006
11	Send email from the Director, SBCR to external stakeholders.	SBCR	Aug/Sept 2006
12	Send letter from the EDO to the Executive Directors for each White House Initiative	OEDO	Aug/Sept 2006
13	Post MSIP, brochures and Q & A on NRC's website.	SBCR/OIS	Aug/Sept 2006
14	ADM distributes copies of MSIP, brochure and Q & A to all stakeholders.	ADM	Aug/Sept 2006
15	Post MSIP announcements on NRC website.	SBCR/OIS	Oct 2006

16	SBCR or the Communication Team members when requested will assist office directors and regional administrators to provide information to their staff, discuss NRC's commitment to MSIP, and explore ways they can assist the program.	NRC Program Offices and Regions, SBCR Communication Team	Oct/Nov 2006
17	Coordinate with OHR participation in recruitment fairs, presentations, and college orientations.	SBCR/OHR	Nov/Dec 2006

FREQUENTLY ASKED QUESTIONS & ANSWERS

- Q1: What is the Minority Serving Institutions Program (MSIP)?
- A. MSIP is a program administered by the U.S. Nuclear Regulatory Commission (NRC), Office of Small Business and Civil Rights (SBCR), which is designed to implement White House education initiatives and provision of the Energy Policy Act of 2005 (EPA) to ensure MSIs and students and faculty of MSIs have meaningful and equal access to NRC conducted and financially assisted programs and activities.
- Q2. What provision is covered by the EPA?
- A. The EPA authorized NRC to establish and participate in partnership programs with institutions of higher education, including Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs) and Tribal Colleges and Universities (TCUs), to enhance their capacity to train students, including present or potential NRC employees, in fields that the NRC deems critical to its mission.
- Q3. What type of programs and activities may be funded?
- A. As a result of the EPA, NRC is able to participate in programs and activities to include, but not limited to mentoring, leadership; research and development opportunities; program evaluation; training and technical assistance; recruitment and retention initiatives; student tuition assistance; scholarships; and housing. NRC is also able to provide more expansive support services to strengthen the capacity of MSIs to educate and train students; and to conduct research in the field of science, engineering, law, information technology, and other fields NRC deems critical to its mission.
- Q.4 How does NRC benefit from the MSIP?
- A. NRC's commitment to maximizing partnerships and promoting delivery of quality programs and activities that address the needs of MSIs, students, and faculty of MSIs helps to create a diverse pool of skilled potential employees in science, engineering, law, information technology and other fields NRC deems critical to its mission. It also provides opportunities for NRC to gain knowledge regarding the skills and talents of potential recruits, and for them to gain knowledge about the NRC as an agency and employer.
- Q5. How does the MSIP benefit MSIs and students and faculty of MSIs?
- A. Students and faculty benefit from an exchange and transfer of knowledge, ideas, concepts and skills from individuals in engineering, science, technology, information technology, law and other fields NRC deems critical to its mission; and opportunity to pursue their academic and career goals. MSIs benefit from increases in recruitment and retention; ability to provide the highest level of educational excellence; availability of instructional and training experience; creation of research and development opportunities; ability to provide mentoring and leadership development; and opportunities for career exposure, on-the-job training, and internships for their students.
- Q6. How do providers of programs and activities apply for financial assistance?
- A. Providers of programs and activities can submit unsolicited and solicited applications for financial assistance to: U.S. Nuclear Regulatory Commission, Division of Contracts, Office of Administration, MS: T7-I2, Washington, DC 20555.

- Q7. What types of financial assistance is available?
- A. NRC may enter into arrangements to provide financial assistance to accomplish the purpose of MSIP in two ways: Grant - which is a legal instrument for transferring money, property, or services to a recipient to accomplish a public purpose of support or stimulation in which there will be no substantial involvement between the agency and the recipient during performance; and, Cooperative Agreement - which is a legal instrument for transferring money, property, or services to a recipient to accomplish a public purpose of support or stimulation in which substantial involvement between SBCR and the recipient is anticipated during performance.
- Q.8. What is the criteria for evaluating applications for financial assistance?
- A. The types of programs and activities funded vary. The public is notified of solicited applications for financial assistance by a multipurpose notice in the Federal Register, which will provide information regarding the forms and procedures for applying and criteria for evaluation. Notification is also provided on NRC's website.
- Q9. How are MSIs, students and faculty of MSIs made aware of MSIP programs and activities?
- A. Information is posted on NRC's external website, literature and program information is also sent to MSIs and community and professional organizations, or by contacting Marva Gary, Deputy Director, SBCR at 301 415-7382 or Tuwanda M. Smith, Esq., MSI Program Coordinator at 301 415-7394, TDD: 301 415-5244, Fax: 301 415-5953, or email: EEOPrograms@nrc.gov
- Q10. What role will SBCR have in the administration of the MSIP programs and activities funded?
- A. SBCR is responsible for a variety of administrative functions of the MSIP, which include, oversight, financial assistance, outreach and coordination, referrals, technical assistance and support, monitoring, and compliance coordination.