

WBEA Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis 2009-2010

Strengths

Membership Services and Marketing

1. WBEA members are assets.
2. Membership cooperation.
3. Closeness among membership even though in a large geographical area.
4. Membership Directors need to use more of the NBEA promotion materials. Maybe a bulk rate could be established for the S/T/P or materials could be acquired through regional membership directors.

Professional Development and Leadership

5. Recognizes outstanding teachers and leaders. The new Outstanding Career and Technical Student Organization Advisor Award were initiated for the first time during the 2006-2007 year.
6. WBEA members are involved with student organizations—Future Business Leaders of America (FBLA,) Phi Beta Lambda (PBL), Distributive Education Clubs of America (DECA), Business Professionals of America (BPA), Students in Free Enterprise (SIFE), etc.
7. Retired teachers are a source of support and help.
8. Regional conferences are well-planned and worthwhile—latest textbooks/materials, technology, and traditional content areas are included.
9. National leaders in technology (speakers and presenters from WBEA should remain active in the national organization to maintain leadership).
10. Professional Development Institute (PDI), open to any WBEA member (especially encourages new teachers and students) offers training and provides excellent materials for S/T/P representatives to develop leadership skills and acquire knowledge of the association (held during the annual conference).
11. WBEA supports distance-learning teacher education programs.
12. Regional conferences are held in different localities each year, including Canada, allowing each S/T/P to highlight its strengths and providing a service to membership so that we continue to have strong leaders from a variety of backgrounds.

Curriculum and Methodology

13. NBEA provides strong curriculum and membership materials.
14. NBEA has the opportunity to develop standards for classroom teachers that are industry driven.

Strategic Alliances and Development

15. Partnerships with business, industry, and non-profit organizations.

Communications

16. Connected electronically through e-mail and a website.
17. WBEA newsletter available online and hard copy.
18. Connections with local, regional, national, and international organizations and conferences.

Strategic Planning and Administration

19. WBEA organizational leadership.

20. Bylaws, Policies & Procedures—updated and followed.
21. Methods for planning and follow through—committees and consistency year after year.
22. Use of an updated Strategic Planning Task Force (gives structure and direction to WBEA's yearly activities).
23. Organizational and financial structure is sound.

Weaknesses

Membership Services

1. Membership is declining.
2. Number of retirees is rising and expertise is not effectively used. WBEA will develop a plan to use retirees in a more effective way.
3. Weak incentives for retirees continuing membership due to vague communication from NBEA.
4. Dues—when does WBEA get reimbursement for membership from NBEA.
5. NBEA Membership Director not always in attendance at a WBEA Conference.

Professional Development and Leadership

6. Some S/T/Ps have a difficult time providing leaders to be active in the regional effort.
7. Repetition of same leaders at executive board level.
8. Not enough financial support to encourage leaders to attend conferences.
9. Declining conference attendance.
10. With the restructuring of the NBEA board, only the NBEA representative and NBEA committee directors may run for NBEA office—the WBEA president no longer qualifies to run for NBEA president; NBEA Committee Directors from the western region who possibly have no involvement with WBEA qualify for the NBEA presidency.
11. Lack of use of talent pool; bring in new talent.
12. Encourage more individuals who have graduated from the Professional Development Institute to become activity involved in state and regional leadership roles.
13. Weakness of membership to become leaders.
14. Non-involvement of regional president at the national level.
15. Lack of opportunities for retirees who pay NBEA retirement membership fees.
16. Lack of WBEA member participation on national association committees because NBEA frequently does not choose candidates recommended from the western region

Curriculum and Methodology

17. Program cutting at the secondary and postsecondary levels—more high school required courses; fewer electives, which hurt the business programs.

Strategic Alliances and Development

18. Declining need for business teachers (CTE program teachers in general).

Communications

19. Communication with membership
 - a. How do we get membership to read the newsletters?
 - b. S/T/Ps—how do we get them to get information to WBEA in a timely manner; communicate with each other?
 - c. S/T/Ps need to inform WBEA secretary of officers changes and addresses correction so that information may be sent to the correct person in a timely manner.
 - d. Lack of S/T/P information sent to the WBEA editor.
 - e. Must advertise more about NBEA/WBEA.

- f. Membership knows little about what happens at board meetings.
- 20. Strained relationship with national office. The national office seems to lack commitment to the regional organization.
- 21. Misunderstanding between NBEA committee connections and structure.
- 22. Lack of financial support from NBEA when NBEA is held in the WBEA region.
- 23. Lack of NBEA reimbursement to WBEA for hosting the NBEA conventions.
- 24. NBEA does not seem to recognize regional requests when national conference is scheduled for the region.

Strategic Planning & Administration

- 25. S/T/Ps have difficulty providing leaders to be active in the local, regional, and national organizations.

Opportunities

Membership Services and Marketing

- 1. Continue to aggressively pursue new members in the computer (technology), business management, and marketing areas. Possible additional memberships could come from pursuing private business schools, part-time community college and university level instructors, elementary teachers who are involved with technology classes and who are instructing keyboarding, and focusing on student members, information technology members, public relations, and marketing education teachers, etc.
- 2. Continue to recruit members from Alaska, Alberta, etc.
- 3. Improve service to members. (What's in it for me?)
- 4. Develop WBEA as the leader in professional organizations (other professional organizations may be interested in combining with us, i.e. technology and marketing educators).
- 5. Share successes and challenges among the S/T/Ps in the region.
- 6. Encourage each S/T/P to submit names of teachers for regional as well as national awards.
- 7. Encourage S/T/Ps to submit articles to the WBEA Newsletter Editor by printing newsletter deadlines in each newsletter edition and sending deadline notices to all special committee directors.

Professional Development and Leadership

- 8. Continue workshops at the WBEA conference for new members. Perhaps also have workshops that focus on "first year teachers" and "student members."
- 9. Continue to actively encourage each S/T/P to submit names of teachers for NBEA committee positions.
- 10. Reach out to other educators who have an impact on business education programs to develop better working relationships and enlighten them about the necessary life skills that business education courses provide.
- 11. Continue to invite other elected board members to visit S/T/P conferences when the president cannot.
- 12. Utilize expertise of retirees through committee involvement and leadership roles.
- 13. Include teaching tips exchange in the newsletter.
- 14. Encourage ethical business practices for the membership.
- 15. Encourage workshops on the NBEA standards for teacher education and standards for work force skills used at the secondary level..

16. Provide university credit for professional growth through distance learning via the WBEA web page. Would WBEA be contacting the universities or give a list of universities who give credit for professional growth?
17. Provide opportunities for industry personnel to explain industry & work force needs so work force standards for the secondary level could be developed.
18. Provide professional development “On how to establish effective advisory councils.”

Curriculum and Methodology

19. Career Pathways nationwide looking for third-party assessments
20. Colleges and secondary institutions looking for industry-validated assessments and standards (written as standards/student learning outcomes and not as competencies).
21. NBEA standards must be shared with Career Pathways & CTE Coordinators & Directors.
22. Expand the newsletter or website to include curriculum information.
23. WBEA membership could take the leadership role in strengthening the business education programs in the region.
24. Explore, support, and promote new evolving pedagogy.
25. Develop means of integrating business education with other curricula.
26. Continue to support teacher education through distance education web sites.

Strategic Alliances and Development

27. Need lasting alliances with corporations.
28. Continue relationships with corporate sponsorships and explore the benefits available.
29. New Perkins funding—need to be at Career Cluster meetings.

Communications

30. Build a stronger tie with national office; use the NBEA resources.
31. Include international connections for S/T/Ps via the ISBE representative from the western region.
32. Use the annual S/T/P reports for information to publish in the newsletter, i.e. membership techniques, S/T/P awards, business partners, etc.

Strategic Planning & Administration

33. Use information from other associations to improve WBEA structure (ACTE for legislation informational services, etc.)

Threats

Membership Services and Marketing

1. Declining membership and the method being used at NBEA for distribution of membership fees.
2. Increasing number of retirees who don't remain active.
3. Vast geographic territory.
4. Members are choosing other professional associations.
5. S/T/P curriculum departments (state level) are being eliminated.

Professional Development and Leadership

6. Lack of professional development on part of teachers
 - a. School administrators not allowing teachers to participate in conferences or on committees
 - b. Not allowing funds for conference and membership fees for some.

7. Apathy toward professional involvement on the part of many young and experienced teachers. Many appear to not want to join or lead.
8. Teachers do not want to “volunteer.”
9. Loss of state and national funding for education.

Curriculum and Methodology

10. NBEA Standards (2007) available for purchase, however, other standards are available promoting their own industry standards (free).
11. NBEA needs to develop work place skills standards with learning outcomes to be used at the secondary level.

Strategic Alliances and Development

12. Lack of or declining teacher education programs in some states is causing a shortage of qualified teachers to replace the large number who will soon retire.
13. CTE teacher certification requirements are being weakened due to lack of teachers within the programs. Fast tracking teachers through alternative licensure.
14. Administrators are filling positions with anyone “who can type or work with computer applications.”
15. No Child Left Behind and other like programs focus draws away from CTE programs.
16. Teaching is perceived as a job by some educators and not as a profession or career.
17. State testing/assessment affecting CTE teachers.
18. Loss of secondary business education programs in some states.
19. Teacher education programs not staying up to date
 - a. Some postsecondary schools not changing with the times
 - b. No college support for business teacher education
20. Other Associations and entities are benefiting by corporate philanthropy that could support S/T/Ps.
21. No Child Left Behind initiative.

Communications

22. Postage and printing costs is increasing - need NBEA membership e-mail addresses for quick distribution of material.

Strategic Planning & Administration

23. Limited sources of income.