

**WBEA STRATEGIC PLAN –2009-2010**  
**Goals and Strategies—Recommendations**  
**Goal/Strategy Categories:**

1. **Membership Services and Marketing (NBEA Initiative 1: Membership)**
2. **Professional Development and Leadership (NBEA Initiative 2)**
3. **Curriculum and Methodology (NBEA Initiative 3)**
4. **Strategic Alliances and Development (NBEA Initiative 5: Linkages)**
5. **Communications (NBEA Initiative 6: Organizational Structure, Part 1)**
6. **Strategic Planning & Administration (NBEA Initiative 6: Organizational Structure, Part 2)**

**CATEGORY 1: MEMBERSHIP SERVICES AND MARKETING**  
**(NBEA Initiative 1: Membership)**

**Goal:** Increase membership by recruiting and retaining NBEA members by promoting the value of membership and the image of business education.

**Total Budget:** These strategies are funded from the Membership Committee’s budget.

**Objectives**

**A. Strength membership recruitment and retention strategies to increase NBEA membership**

Strategies	WBEA Person Responsible	Date
1. Develop and implement strategies to identify and recruit business teachers into NBEA membership. Work with S/T/P Membership Chairs to:	WBEA Membership Director NBEA Representative S/T/P Membership Chairs STP Presidents	Ongoing
a. Contact technology, marketing, management, part-time business and elementary keyboarding instructors where possible. Focus on middle school teachers. Contact ACTE and S/T/P state supervisors for mailing lists.	STP Presidents, officers and boards S/T/P Membership Chairs	Ongoing
b. Develop a marketing plan; encourage personal contact such as a phone call or written message. Make sure the WBEA/NBEA forms are available at various state meetings. Advertise through websites and actively promote other related affiliates.	STP Presidents, officers and boards S/T/P Membership Chairs	Ongoing
2. Focus on the S/T/Ps needing special attention	WBEA President WBEA Membership Director	Ongoing
3. Provide training and resources to help state membership directors understand and carry out their responsibilities.	WBEA President-Elect WBEA Membership Director	Annually Ongoing
4. Actively promote membership for retirees and publicize retirees dues structure as established by NBEA.	WBEA Membership Director Conference Committee S/T/P Membership Chairs	Ongoing
5. Encourage recipients of Robert J. Thompson NBEA/WBEA Membership Endowment Award to renew memberships. Robert J. Thompson Committee Chair should notify the states of their respective recipients.	WBEA Membership Director, S/T/P Membership Chairs	Ongoing

6. Encourage state supervisors to promote all new business education teachers to join NBEA/WBEA. Promote membership in affiliates (ACTE, DPE, ISBE, etc.)	WBEA Membership Director Conference Committee S/T/P Membership Chairs S/T/P Board Members	Ongoing
7. Stress NBEA Membership for all members of individual S/T/P Executive Boards.	WBEA President WBEA Membership Director S/T/P Presidents S/T/P Membership Chairs	Ongoing
8. Encourage state supervisors to promote NBEA/WBEA.	WBEA Membership Director S/T/P Membership Chairs	Ongoing
9. Build membership database by asking for e-mail addresses on conference registration. Needs to state that it is to be used by WBEA only, not required. Share with WBEA Executive Committee.	WBEA Conference Chair Conference Registration Chair WBEA Executive Committee	Ongoing
10. Encourage S/T/Ps to include state supervisors on their executive board as ex-officio members.	President & STP Presidents	Ongoing
11. Strengthen NBEA/WBEA membership by NBEA supporting the NBEA Membership Director's attendance at the annual WBEA Conference.	NBEA Executive Director WBEA President	Ongoing

B. Enhance the effectiveness of the membership chair's network

Strategies	WBEA Person Responsible	Date
12. Provide training and resources to help state membership directors understand and carry out their responsibilities.	WBEA Membership Director NBEA Representative S/T/P Membership Chairs S/T/P Presidents	Ongoing
13. Continue with the Membership Director's and S/T/P Membership Chairs' workshop immediately following the combined Membership Directors and Presidents-elect meeting. The meeting runs concurrently with the Presidents-elect Leadership Training.	WBEA President & Conference Chair WBEA Membership Director S/T/P Membership Chairs	Ongoing
14. Maintain a website which includes membership recruitment ideas and a link to NBEA/WBEA membership applications.	WBEA Membership Director Telecommunication Director	Ongoing
15. NBEA Membership Director should take an active role in the annual WBEA Conference	NBEA Executive Director WBEA Membership Director Annual Conference Exhibits Chair	Annually

C. Strengthen the image of business education through marketing strategies.

Strategies	WBEA Person Responsible	Date
16. Distribute monthly an informational package with membership recruiting ideas to S/T/P Membership Directors to assist in recruitment. Include NBEA's publications such as: <ul style="list-style-type: none"> <li>a. 50 Reasons to Join NBEA</li> <li>b. 10 Facts brochures</li> </ul>	WBEA Membership Director	Ongoing

**CATEGORY 2: PROFESSIONAL DEVELOPMENT AND LEADERSHIP  
(NBEA Initiative 2)**

**Goal:** Develop and nurture professionalism and leadership in business education.

**Total Budget:** These strategies are funded from the Professional Development budget.

**Objectives**

- A. Promote leadership excellence and commitment.

<b>Strategies</b>	<b>WBEA Person Responsible</b>	<b>Date</b>
1. Continue focus on the need for professional development training for S/T/P representatives.	WBEA President S/T/P Representatives	Ongoing
2. Continue Professional Development Institute for S/T/P members, as an integral part of the annual WBEA conference—provide financial incentive (½ registration fee for each attendee) for two STP participants from each STP. <i>WBEA Policies and Procedures Manual and Appendices, Section 6015.3.</i> (Use the Academy of Leadership Excellence materials.)	WBEA President WBEA Conference Chair S/T/P Board PDI Director	Ongoing
3. Work with teacher educators to encourage business education student teacher candidates to participate in the Professional Development Institute.	WBEA President PDI Director S/T/P Representatives WBEA Conference Committee	Ongoing
4. Promote the Robert J. Thompson NBEA/WBEA Membership Endowment Awards and First-Time NBEA Attendees Awards to assist teachers in opportunities for professional development.	WBEA President NBEA Representative PDI Director Robert J. Thompson NBEA/WBEA Membership Endowment Committee Director	Ongoing
5. Provide S/T/P Presidents-elect Leadership workshop.	WBEA President-elect	Annually
6. Do more to actively involve new and retired teachers on committees and in leadership roles.	WBEA President WBEA Committee Directors	Ongoing
7. Use the publications and website to summarize S/T/P reports and include WBEA Awardees on website.)	WBEA Newsletter Director WBEA Telecommunications Director WBEA Awards Director	Ongoing
8. Encourage each S/T/P to submit names of teachers for regional as well as national awards.	WBEA President WBEA Awards Director	Ongoing
9. Establish training workshop for S/T/P Award’s Chairs/Directors	WBEA Awards Director	Annually

10. Submit potential NBEA Committee members' names to NBEA.	WBEA President NBEA Representative	Begin NBA Annual Conference 2011
11. Reinforce the importance of personal commitment in volunteer positions (e.g. committee assignments, board meetings, leadership training programs, convention programs, publications, mentoring).	WBEA Executive Board	Ongoing
12. Feature articles that encourage leadership and professionalism and that highlight a business educator whose program and students benefited from his/her professional involvement.	WBEA Newsletter Editor S/T/P Newsletter Editors	Ongoing

B. Provide assistance and/or professional development programs for business educators.

<b>Strategies</b>	<b>WBEA Person Responsible</b>	<b>Date</b>
13. Schedule conference program sessions and publish articles addressing the importance of integrating core employability skills into the business education curriculum (e.g., ethics, accountability, personal responsibility, service attitude, team building, integrity, respect, diversity, dialogue communication, professionalism, quality assurance).	WBEA Conference Committee WBEA Newsletter Director	Annually
14. Schedule conference program sessions and publish articles that focus on researching, writing, securing, and implementing grants for curriculum development, classroom equipment, and professional development.	WBEA Conference Committee WBEA Newsletter Director	Annually
15. Schedule a conference program session involving the Center for Excellence programs relating to business education (e.g., information security, IT, international business, and entrepreneurship.)	WBEA Conference Committee WBEA Newsletter Director	Annually
16. Schedule conference program sessions on innovative teaching techniques and best practices	WBEA Conference Committee WBEA Newsletter Director	Annually
17. Schedule an event for first-time attendees at the annual conference.	WBEA President Conference Committee	Ongoing
18. Provide conference workshops for retirees (and spouses) to encourage participation in WBEA.	WBEA Conference Committee	Ongoing
19. Encourage members to volunteer with Career and Technical Student Organizations (CTSO) activities (i.e. judges).	WBEA President WBEA Membership Director S/T/P Membership	Ongoing
20. Encourage retirees as mentors, etc.	WBEA President S/T/P Presidents	Ongoing
21. Assist S/T/P presidents to make leadership and professional development a high priority item in each S/T/P.	WBEA President S/T/P Presidents	Ongoing

22. Provide college credit opportunity for WBEA conference attendees.	WBEA Conference Committee	Annually
23. Encourage S/T/P program committees to schedule sessions addressing leadership and involvement opportunities within WBEA and the S/T/Ps.	WBEA President WBEA Conference Committee S/T/P Presidents	Ongoing

**CATEGORY 3: CURRICULUM AND METHODOLOGY**  
**(NBEA Initiative 3)**

**Goal:** Promote an integrated, relevant, and emerging curriculum with innovative instructional strategies for business education.

**Total Budget:** None. If necessary, these strategies are funded from the Professional Development budget.

**Objectives**

**A. Revise, promote, and monitor the National Standards for Business.**

Strategies	WBEA Person Responsible	Date
1. Share strategies for implementing and assessing curriculum that supports the <i>National Standards for Business Education</i> at meetings.	WBEA President S/T/P Presidents	Ongoing
2. Promote the use of the <i>National Standards for Business Education</i> in the licensure/certification process for business teachers.	Teacher Education Programs at the college and university level	<b>Ongoing</b>

**B. Promote a greater academic presence for business education.**

Strategies	WBEA Person Responsible	Date
3. Identify and promote programs that effectively integrate business education and academic education.	WBEA President WBEA Conference Committee	Ongoing
4. Offer conference sessions and special publications on the changing student profile and teaching environment.	WBEA Conference Committee WBEA Newsletter Director	Ongoing

**CATEGORY 4: STRATEGIC ALLIANCES AND DEVELOPMENT  
(NBEA Initiative 5: Linkages)**

**Goal:** Develop and maintain productive relationships that enhance growth, communication, and outreach of business education.

**Total Budget:** These strategies are funded from the Membership Committee’s and Awards Committee’s budgets

**Objectives**

**A. Build networks and relationships with business, educator, legislative groups.**

Strategies	WBEA Person Responsible	Date
1. Pursue business school and part-time teacher memberships. Contact ACTE and state business education supervisors for mailing lists.	WBEA Membership Director	Ongoing
2. Recognize outstanding executives, who have supported business education throughout the region with awards at the WBEA Conference.	WBEA Executive Board. WBEA Awards Director	Annually
4. Share strategies and support the <i>National Standards for Business Education</i> at S/T/P and regional meetings.	WBEA Executive Board and Teacher Education Programs at colleges and university level	Ongoing
5. Encourage business educators to build effective local business alliances, partnerships, and advisory committees that support business education.	WBEA President WBEA Conference Committee WBEA Legislative Liaison	Ongoing

**CATEGORY 5: COMMUNICATIONS**

**(NBEA Initiative 6: Organizational Structure, Part 1)**

**Goal:** Focus on communicating with and serving all S/T/Ps in an efficient and effective manner.

**Total Budget:** The cost of these strategies should be minimal due to e-mail; however, if necessary, may be funded from the Membership Committee’s and Awards Committee’s budgets

**Objectives**

**A. Provide support to S/T/P associations to enhance organizational effectiveness.**

Strategies	WBEA Person Responsible	Date
1. Improve communication to and from national, divisional, regional, and S/T/P associations.	WBEA President NBEA Representative S/T/P Officers	Ongoing
2. Stress importance and need for S/T/P websites and linkage to WBEA site.	WBEA Telecommunications Director S/T/P Webmasters	Ongoing
3. Continue to share WBEA financial statements and budgets with the membership.	WBEA Treasurer WBEA Telecommunications Director WBEA Newsletter Director	Ongoing
4. Encourage other elected board members to represent WBEA when president cannot attend S/T/P conferences.	WBEA President	As needed
5. Establish monthly deadlines for promoting use of WBEA website.	WBEA President, WBEA Secretary WBEA Awards Director WBEA Telecommunications Director	
6. Publish summary of significant actions taken by the Executive Board on the website.	WBEA President WBEA Secretary WBEA Telecommunications Director	Ongoing
7. Expand newsletter to include curriculum information and ideas, teacher and S/T/P recognition, and PDI graduates. Retain list of PDI graduates. Update list of past awardees on website.	WBEA Newsletter Director WBEA Awards Director WBEA Telecommunications Director PDI Director S/T/P Presidents S/T/P Newsletter Editors	Ongoing
8. Encourage S/T/Ps to nominate candidates to serve on WBEA and NBEA Committees	WBEA President NBEA Representative	Ongoing
9. Encourage S/T/P representatives to submit articles to <i>Western News Exchange</i> .	WBEA Newsletter Director WBEA Telecommunications Director	Ongoing

**CATEGORY 6: STRATEGIC PLANNING AND ADMINISTRATION**  
**(NBEA Initiative 6: Organizational Structure, Part 2)**

**Goal:** Ensure a strong organizational structure.

**Total Budget:** These strategies are funded from the Past President's and Strategic Planning Committee's budgets

**Objectives**

**A. Continue the planning process and update administrative guidelines.**

Strategies	WBEA Person Responsible	Date
1. Review and update the SWOT analysis on a yearly basis.	WBEA Past President WBEA Strategic Planning Committee (SPC) WBEA Executive Committee	Annually
2. Update strategic plan, yearly, aligning WBEA goals with the NBEA Strategic Plan; place it on the website.	WBEA Past President WBEA Strategic Planning Committee (SPC) WBEA Executive Committee WBEA Telecommunications Director  NBEA Representative	Annually
3. Update the policies and procedures manual.	WBEA Past President with Board approval	Annually
4. Establish times for standing committees to meet during the WBEA Conference; review the progress of the various committees; review committee structure.	WBEA President WBEA Conference Committee WBEA Committee Directors	Annually
5. WBEA Executive Committee and Strategic Plan Committee will review the Strategic Plan once a year.	WBEA President WBEA Past President WBEA Strategic Planning Committee (SPC)	Ongoing
6. Encourage the Telecommunications Committee to continue improving the Website.	WBEA Telecommunications Director	Ongoing

**B. Provide support to S/T/P associations to enhance organizational effectiveness.**

Strategies	WBEA Person Responsible	Date
7. Work with S/T/P Presidents-elect in replicating the Program of Work concept utilized by regional and national Executive Boards.	WBEA President-elect WBEA President S/T/P Presidents-elect	Annually