

# WBEA Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis)

## **Strengths**

### *Membership Services and Marketing*

#### **WBEA**

1. members are assets
2. membership has a closeness despite encompassing large geographical area.

### *Professional Development and Leadership*

3. organization recognizes outstanding teachers, leaders, and student organization advisors through Awards.
4. members are involved with CTSOs.
5. retired teachers are a source of historical reference and current support and help.
6. regional conferences are well-planned and relevant.
7. Professional Development Institute (PDI), offers leadership training and provides materials and background for S/T/P representatives.
8. regional conferences location rotates each year.

### *Curriculum and Methodology*

9. affiliation with NBEA provides curriculum and membership materials.

### *Strategic Alliances and Development*

### *Communications*

10. website is maintained with current newsletter, conference materials, award nomination forms, and organizational structure.
11. Western Business News Exchange available online and hard copy.

### Strategic Planning and Administration

12. has a solid organizational structure.
13. Bylaws, Policies & Procedures are updated as needed. Methods for planning and follow-through with committees are consistent year after year.
14. has a Strategic Plan, which is updated annually.

### **Weaknesses**

#### Membership Services

#### **WBEA**

1. membership numbers are declining.
2. retirees have weak incentives for continuous membership.
3. NBEA membership director not always in attendance at WBEA conference.
4. S/T/P membership chairs fail to use NBEA promotional materials.

#### Professional Development and Leadership

5. S/T/Ps have a difficult time providing leaders for the region.
6. leadership tends to repeat at Executive Board levels.
7. conference attendance is declining.
8. the restructure of the NBEA board reduced WBEA representation at the national level.
9. WBEA has fewer members qualifying for NBEA president and who are willing to run.
10. not all Professional Development Institute graduates become actively involved in state and regional leadership roles.
11. Membership fails to pursue leadership roles.

#### Curriculum and Methodology

12. standards are developed for use at the post-secondary level and are not supported at the secondary level.

#### Strategic Alliances and Development

13. membership fails to advocate for its programs.

### Communications

14. communication with membership:
15. members do not read the publications
16. S/T/Ps fail to share information with WBEA and to communicate with each other;
17. S/T/Ps do not help WBEA stay informed of roster changes;
18. WBEA has a strained relationship with NBEA. WBEA lacks a working relationship with NBEA when the NBEA Convention is held in the WBEA region.

### Strategic Planning & Administration

19. S/T/Ps have difficulty providing active leaders.

### **Opportunities**

#### Membership Services and Marketing

#### **WBEA shall**

1. utilize the flexible time schedules of retirees.
2. continue to recruit educators in computer, business management, marketing, and other related areas.
3. continually recruit members from all S/T/Ps.
4. encourage S/T/Ps to share successes and challenges.
5. encourage each S/T/P to submit names of teachers for regional as well as national awards.
6. utilize social media to reach potential membership.

#### Professional Development and Leadership

7. continue workshops at the WBEA conference for new members.
8. reach out to all educators who have an impact on business education programs
9. utilize expertise of retirees through committee involvement and leadership roles.
10. include teaching tips exchange in the Western Business News Exchange.
11. encourage workshops on standards for teacher education and work force skills.
12. pursue university credit for professional growth through distance learning via the WBEA web page.

13. provide opportunities for industry personnel to explain industry and work force needs.
14. encourage development and use of effective advisory committees.
15. encourage S/T/Ps to submit articles to the Western Business News Exchange Editor.

### Curriculum and Methodology

16. encourage use of industry validated standards and assessments and Programs of Study.
17. ensure that the Western Business News Exchange website includes curriculum information.
18. explore, support, and promote evolving methods of teaching.
19. continue integration of business education with other curricula.

### Strategic Alliances and Development

20. develop and keep alliances with corporations.
21. continue relationships with business sponsorships.

### Communications

22. improve relations with national office.
23. utilize social media.

### Strategic Planning & Administration

24. use information from other associations (i.e. ACTE) to improve WBEA structure.
25. survey NBEA/WBEA members for services desired.

### **Threats**

### Membership Services and Marketing

#### **WBEA faces**

1. declining memberships.
2. loss of revenue.
3. increasing number of retirees who don't remain active.

4. declining conference attendance.
5. losing membership to other professional associations.
6. elimination of Business Education supervisors at the S/T/P level.

#### Professional Development and Leadership

7. lack of professional development on the part of school administrators.
8. apathy toward professional involvement.
9. loss of state and national funding for education.

#### Curriculum and Methodology

10. purchase of NBEA standards is required while other standards are free.

#### Strategic Alliances and Development

11. declining numbers of teacher education programs causing a shortage of qualified teachers.
12. weakened CTE teacher certification.
13. filling business education positions with unqualified personnel.
14. focus on academic programs only.
15. educators treating teaching as “just a job” and not as a profession.
16. state testing/assessment on academics.
17. secondary business education programs are being reduced/lost.
18. teacher education programs which are dated.
19. under-utilization of corporate philanthropy .

#### Communications

20. increased postage and printing costs together with difficulty in securing/obtaining membership e-mail addresses.

#### Strategic Planning & Administration

21. limited organization income, time, and money.
22. lack of administrative procedures to implement the Strategic Plan.