

WBEA STRATEGIC PLAN

FOR IMPLEMENTATION 2011-2012 Goals and Strategies—Recommendations Goal/Strategy Categories

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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)
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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.

Budget Category: These strategies are funded from the Membership Committee

Objectives

A. Strengthen membership recruitment and retention strategies to increase NBEA membership

Strategies	Action Plan	Individuals Responsible	Date
1. Develop and implement strategies to identify and recruit business teachers into NBEA membership. Work with S/T/P Membership Directors/Chairs to:	<ul style="list-style-type: none">• Contact business instructors• Create a common marketing document for membership directors/chairs to use highlighting the benefits of NBEA membership.• Encourage membership	<ul style="list-style-type: none">• WBEA Membership Director• NBEA Representative• S/T/P Membership Chairs• S/T/P Presidents	August/ September

	<p>directors/chairs to be make personal contact.</p> <ul style="list-style-type: none"> • Assure WBEA/NBEA membership forms are available at conferences and state meetings. • Encourage State Supervisors of Business Education to promote all new business education teachers to join WBEA/NBEA, S/T/P Affiliation, ACTE, ISBE, etc. • Encourage NBEA membership for all members of individual S/T/Ps. • Build membership database by asking permission to use e-mail addresses from conference registrations. • Encourage S/T/Ps to include state supervisors of Business Education on their executive board as ex-officio members. 	<ul style="list-style-type: none"> • WBEA Conference Chair • Conference Registration Chair 	
2. Continue to assist S/T/Ps needing special attention		<ul style="list-style-type: none"> • WBEA President • WBEA Membership Director 	Ongoing
3. Strengthen NBEA/WBEA membership by NBEA supporting the NBEA Membership Director's attendance at the annual WBEA Conference (*Funded by NBEA)	<ul style="list-style-type: none"> • Invite the NBEA Membership director to attend the conference 	<ul style="list-style-type: none"> • NBEA Executive Director • WBEA President 	Six months prior to annual conference

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

Strategies	Action Plan	Individuals Responsible	Date
<p>4. Provide training and resources to help state membership chairs understand and carry out their responsibilities</p>	<ul style="list-style-type: none"> • Encourage S/T/Ps to fund membership directors travel to annual WBEA conference • Provide training meeting at annual conference • ** quarterly online meeting • Provide space on WBEA website to share resources • Distribute information packets quarterly to assist S/T/Ps in recruitment • Encourage membership directors/chairs to submit NBEA reports • Develop a membership directory 	<ul style="list-style-type: none"> • WBEA Membership Director • NBEA Representative • S/T/P Membership Chairs • S/T/P Presidents 	<p>Ongoing</p>
<p>5. NBEA Membership Director should take an active role in the annual WBEA Conference</p>	<ul style="list-style-type: none"> • Invite the NBEA Membership Director to attend the annual regional conference (at NBEA’s expense.) 	<ul style="list-style-type: none"> • NBEA Executive Director • WBEA Membership Director • Annual Conference Exhibits Chair 	<p>Annually</p>

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

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

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

Objectives

A. Promote leadership excellence and commitment.

Strategies	Action Plan	Individuals Responsible	Date
1. Provide professional development training opportunities for S/T/P leaders.	<ul style="list-style-type: none"> • Encourage S/T/Ps to send presidents-elect to WBEA Presidents'-elect workshop • Encourage S/T/Ps to send membership directors to WBEA Membership Directors' workshop • Encourage S/T/Ps to send their Webmasters to WBEA Telecommunications Workshop • Encourage S/T/Ps to send Awards Directors to WBEA Awards Directors Workshop 	<ul style="list-style-type: none"> • WBEA President • WBEA Executive Committee • 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 (1/2 registration fee for each attendee) for two S/T/P	<ul style="list-style-type: none"> • Provide annual conference • Provide Professional Development Institute workshop • Encourage S/T/Ps to send two members not filling S/T/P positions listed in #1 above 	<ul style="list-style-type: none"> • WBEA President • WBEA Conference Chair • S/T/P Board • PDI Director 	Ongoing

participants from each S/T/P. <i>WBEA Policies and Procedures Manual and Appendices, Section 6015.3. (Use the Academy of Leadership Excellence materials).</i>			
3. Increase involvement of new and retired teachers on committees and in leadership roles.		<ul style="list-style-type: none"> • WBEA President • WBEA Committee Directors 	Ongoing
4. Use the publications and website to summarize S/T/P reports and include WBEA Awardees on website.	<ul style="list-style-type: none"> • Ensure that the website has the latest list of WBEA award winners • Ensure that the latest issue of the WBEA newsletter is on the website 	<ul style="list-style-type: none"> • WBEA Newsletter Editor • WBEA Telecommunications Director • WBEA Awards Director 	Ongoing
5. Encourage each S/T/P to submit applications for regional as well as national awards.	<ul style="list-style-type: none"> • Establish training workshop for S/T/Ps Awards Chairs/Directors • 	<ul style="list-style-type: none"> • WBEA President • WBEA Awards Director 	Ongoing
6. Involve WBEA members in WBEA/NBEA Committees.	<ul style="list-style-type: none"> • Submit potential WBEA Committee members' names to WBEA President • Submit potential NBEA Committee members' names to NBEA President/Executive Director • Reinforce the importance of personal commitment in volunteer positions 	<ul style="list-style-type: none"> • WBEA President 	Begin NBEA Annual Conference 2011
7. Feature articles that encourage leadership and professionalism and that highlight a business educator whose program and students benefited from his/her professional involvement.		<ul style="list-style-type: none"> • WBEA Newsletter Editor • S/T/P Newsletter Editors 	Ongoing

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

Strategies	Action Plan	Individuals Responsible	Date
8. Schedule conference program sessions and publish articles addressing professionalism, curriculum development, information technologies, teaching methodologies and tips.	<ul style="list-style-type: none"> • Address the importance of integrating core employability skills • Address all aspects of curriculum development from securing grants to curriculum development to professional development • Involve the Center for Excellence programs relating to business education 	<ul style="list-style-type: none"> • WBEA Conference Committee • WBEA Newsletter Editor 	Annually
9. Schedule an event for first-time attendees at the annual conference.		<ul style="list-style-type: none"> • WBEA President • WBEA Conference Committee 	Ongoing
10. Provide conference workshops for retirees (and spouses) to encourage participation in WBEA		<ul style="list-style-type: none"> • WBEA Conference Committee 	Ongoing
11. Secure college credit opportunity for WBEA conference attendees.		<ul style="list-style-type: none"> • WBEA Conference Committee 	Annually

CATEGORY 3: CURRICULUM AND METHODOLOGY (NBEA Initiative 3)

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

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	Action Plan	Individuals Responsible	Date
1. Share strategies for implementing and assessing curriculum that supports the <i>National Standards for Business Education</i> at meetings.	<ul style="list-style-type: none">Promote the use of the <i>National Standards for Business Education</i> in the licensure/certification process for business teachers.Write newsletter articles providing links to resources.	<ul style="list-style-type: none">WBEA PresidentS/T/P PresidentsTeacher Education Programs at the college and university level.Newsletter editor	Ongoing

B. Promote a greater academic presence for business education

Strategies	Action Plan	Individuals Responsible	Date
2. Identify and promote programs that effectively integrate business education and academic education.	<ul style="list-style-type: none">Connect with The Agnew Group	<ul style="list-style-type: none">WBEA PresidentWBEA Conference Committee	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.

Budget: These strategies are funded from the Membership and Awards Committees' budgets.

Objectives

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

Strategies	Action Plan	Individuals Responsible	Date
1. Recognize outstanding executives, who have supported business education throughout the region with awards at the WBEA Conference.	<ul style="list-style-type: none">Promote the nomination of outstanding executives with the WBEA Distinguished Service Award	<ul style="list-style-type: none">WBEA Executive BoardWBEA Awards Director	Annually
2. Encourage business educators to build effective local business alliances, partnerships, and advisory committees that support business education.	<ul style="list-style-type: none">Provide workshops and training the selection and use of advisory committee members.Write articles in the newsletter outlining the selection and use of advisory committee members	<ul style="list-style-type: none">WBEA PresidentWBEA Conference CommitteeWBEA 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.

Budget: The cost of these strategies should be minimal due to e-mail; however, if necessary, may be funded from the Membership and Awards Committees' budgets.

Objectives

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

Strategies	Action Plan	Individuals Responsible	Date
1. Stress importance and need for S/T/P websites and linkage to WBEA site.	<ul style="list-style-type: none"> • Encourage STPs to link to WBEA & NBEA • Provide Telecommunication Committee Sessions. 	<ul style="list-style-type: none"> • WBEA Telecommunications Director • S/T/P Webmasters 	Ongoing
2. Share WBEA financial statements and budgets with the membership.	<ul style="list-style-type: none"> • Include WBEA financials in the newsletter 	<ul style="list-style-type: none"> • WBEA Treasurer • WBEA Telecommunications Director • WBEA Newsletter Director 	Ongoing
3. Encourage other elected board members to represent WBEA when president cannot attend S/T/P conferences.	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • WBEA President • WBEA Executive Committee 	As needed
4. Actively employ website for sharing/promoting WBEA activities	<ul style="list-style-type: none"> • Post updated information within two weeks. • Publish summary of significant actions taken by the Executive Board on the website. • Expand newsletter to include curriculum information and ideas, 	<ul style="list-style-type: none"> • WBEA President • WBEA Secretary • WBEA Awards Director • WBEA Telecommunications Director 	Ongoing

	teacher and S/T/P recognition, and PDI graduates.		
5. Encourage S/T/P representatives to submit articles to <i>Western News Exchange</i> .	<ul style="list-style-type: none"> • Newsletter editor post newsletter deadlines on the website. • Newsletter editor send reminders to STP presidents 	<ul style="list-style-type: none"> • 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

Strategies	Action Plan	Individuals Responsible	Date
1. Continue the planning process and update administrative guidelines.	<ul style="list-style-type: none"> • Update strategic plan, yearly, aligning WBEA goals with the NBEA Strategic Plan; place it on the website. • Update the SWOT analysis on a yearly basis. • Update the Policies and Procedures Manual • Establish times for standing committees to meet during the WBEA Conference; review the progress of the various committees; review committee structure. • Encourage the Telecommunications Committee to continue improving the Website 	<ul style="list-style-type: none"> • WBEA Past President • WBEA Strategic Planning Committee (SPC) • WBEA Executive Committee • WBEA Telecommunications Director 	Annually

Strategies	Action Plan	Individuals Responsible	Date
2. Provide support to S/T/P associations to enhance organizational effectiveness.	<ul style="list-style-type: none"> Encourage S/T/P Presidents-elect in developing the Program of Work concept utilized by regional and national Executive Boards 	<ul style="list-style-type: none"> WBEA President-elect WBEA President S/T/P Presidents-elect 	Annually