

# Western Business Education Association

## 2023-2024 Strategic Action Plan

Goal	Objectives	Strategies
<b>Promote Membership</b>	<ul style="list-style-type: none"> <li>Identify changing demographics of the Business Education teacher environment within WBEA.</li> <li>Encourage new NBEA memberships</li> </ul>	<ul style="list-style-type: none"> <li><b>Identify new teachers from each S/T/P</b> (name/email) and establish contact with each individual. (Executive Committee, S/T/P Presidents)</li> <li><b>Identify non-WBEA members.</b> (S/T/P Presidents)</li> <li><b>Contact the highest-ranking education official within each S/T/P</b> to educate them on the benefits of being an NBEA, WBEA, and S/T/P member. (President, President-elect, S/T/P Presidents)</li> </ul>
<b>Effective Communication/Public Relations</b>	<ul style="list-style-type: none"> <li>Utilize newsletters and announcements to stay in contact with the members.</li> <li>Strengthen WBEA web presence and add resources for members on the website.</li> <li>Build social media presence to include: FaceBook, Twitter, SnapChat, Instagram</li> </ul>	<ul style="list-style-type: none"> <li><b>Articles written by Executive Committee and S/T/P Presidents</b> by calendar due dates</li> <li><b>Continue newsletter distribution</b> three times a year (Newsletter Editor)</li> <li><b>Continue to update the WBEA website</b> to keep current with the changing technology (Media Communications Director)</li> <li><b>Continue development of the “Resources” section of website.</b> Recruit members to contribute ideas. (President, S/T/P Presidents)</li> <li><b>Monitor/Develop social media sites/content</b> such as Facebook, Instagram, and Twitter. (Media Communications Director, S/T/P Presidents)</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Continue Professional Development Leadership Training (PDLT) for S/T/P members, as an integral part of the annual WBEA Conference.</li> <li>Encourage participation in other states’ PD opportunities</li> </ul>	<ul style="list-style-type: none"> <li><b>Review PDLT content</b> and ensure that the topics covered are relevant to WBEA and supporting our role within NBEA. (NBEA Rep., President-elect, Membership Director)</li> <li><b>Recognize PDLT participants at the annual WBEA Conference,</b> as well as in WBEA publications. (NBEA Rep.)</li> <li><b>Create and conduct a survey about PDLT every year</b> to obtain feedback within a week after the conference. (NBEA Rep., President-elect, Membership Director)</li> </ul>
<b>Recognition</b>	<ul style="list-style-type: none"> <li>Promote WBEA Awards and Scholarships</li> <li>Publicize professional accomplishments of award winners and professional service and accomplishments of members</li> <li>Highlight members in each newsletter so membership can get to know others</li> </ul>	<ul style="list-style-type: none"> <li><b>Formal letter/email to WBEA Award Winner’s CTE Director, Principal, etc.</b> (on awards nomination—maybe who and to what publication that nominee would like the information going if they won) (Awards Director)</li> <li><b>Formal letter/email to Executive Board’s CTE Director, Principal, etc. about board appointment.</b> (President)</li> <li><b>Promote professional service and professional accomplishments of WBEA members.</b> (President, President-elect, Media Communications Director, Newsletter Editor)</li> </ul>
<b>Business Partners</b>	<ul style="list-style-type: none"> <li>Build partnerships between WBEA and businesses within the region.</li> </ul>	<ul style="list-style-type: none"> <li><b>Promote business partnership opportunity</b> that will promote its services and/or products at WBEA Conferences, at S/T/P Conferences and in the WBEA newsletters. (All)</li> <li><b>Identify at least one viable business and specific contact within each S/T/P</b> to develop a WBEA partnership. (S/T/P Presidents)</li> <li><b>Communicate with individual business contacts and invite them</b> to visit website, attend S/T/P and/or WBEA conferences, etc. (President, President-elect)</li> <li><b>Build a presence with the businesses</b> and use their resources for our members. (President)</li> </ul>
<b>Public Service</b>	<ul style="list-style-type: none"> <li>Utilize our strengths to engage in one “statewide” service project</li> <li>Enhance our WBEA presence in conference host cities by implementing a “region” service project</li> </ul>	<ul style="list-style-type: none"> <li><b>Monitor events happening within states (or national, international)</b> that could impact business education stakeholders for areas where service projects could be conducted. (S/T/P Presidents)</li> <li><b>Identify at least one viable service project in the WBEA host city</b> to develop a WBEA service project to be conducted during the WBEA conference. (WBEA President, Conference Chair)</li> <li><b>Promote the service project activities and accomplishments of S/T/P’s and WBEA.</b> (S/T/P Presidents, President, Media Communications Director, Newsletter Editor)</li> </ul>

