

Western Business Education Association 2020-2021 Strategic Action Plan

Goal	Persons Responsible	Action Items
1. Identify changing demographics of the Business Education teacher environment within WBEA.	<ul style="list-style-type: none"> • WBEA President • WBEA President-elect • S/T/P Presidents 	<ul style="list-style-type: none"> • Identify new teachers from each S/T/P (name/email) and establish contact with each individual. • Identify teachers from each S/T/P who are teaching business education courses who are not WBEA members. (S/T/P Presidents) • Contact the highest-ranking education official within each S/T/P and educate them on the benefits of being an NBEA, WBEA, and S/T/P member. (President, President-elect, S/T/P Presidents)
2. Strengthen WBEA web presence and add resources for members on the website.	<ul style="list-style-type: none"> • WBEA President • WBEA Media Communications Director 	<ul style="list-style-type: none"> • Continue to update the WBEA website to keep current with the changing technology (Media Communications Director) • Continue development and recruit members to contribute to the “Resources” section. (President, S/T/P Presidents)
3. Continue Professional Development Leadership Training (PDLT) for S/T/P members, as an integral part of the annual WBEA Conference.	<ul style="list-style-type: none"> • WBEA Director to the NBEA Executive Board • WBEA President-elect • WBEA Membership Director • WBEA Media Communications Director • WBEA Newsletter Editor 	<ul style="list-style-type: none"> • Review PDLT content and ensure that the topics covered are relevant to WBEA and supporting our role within NBEA. (WBEA Director, WBEA President-elect, and WBEA Membership Director) • Recognize PDLT participants at the annual WBEA Conference, as well as in WBEA publications. (WBEA Director) • Create and conduct a survey about PDLT every year to obtain feedback within a week after the conference. (WBEA Director, WBEA President-elect, WBEA Membership Director)
4. Support promotion of professional accomplishments (award winners) and professional service (executive board)	<ul style="list-style-type: none"> • WBEA President • WBEA President-elect • WBEA Awards Director 	<ul style="list-style-type: none"> • Formal letter/email to WBEA Award Winner’s CTE Director, Principal, etc. (on awards nomination—maybe who and to what publication that nominee would like the information going if they won) • Formal letter/email to Executive Board’s CTE Director, Principal, etc. about board appointment. • Promote professional service and professional accomplishments of the WBEA Executive Board.
5. Build partnerships between WBEA and businesses within the region.	<ul style="list-style-type: none"> • WBEA President • WBEA President-elect • S/T/P Presidents 	<ul style="list-style-type: none"> • Share the new business partnership opportunity that will promote its services and/or products at WBEA Conferences, at S/T/P Conferences and in the WBEA newsletters. (All) • Identify at least one viable business and specific contact people within each S/T/P to develop a WBEA partnership. (S/T/P Presidents) • Communicate with each individual business contact. (President and President-elect) • Extend invitation to visit website, attend S/T/P and/or WBEA conferences, etc. (President and President-elect) • Build a presence with the businesses and use their resources for our members. (President)