

## Western Business Education Association 2021-2022 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"> <li>● WBEA President</li> <li>● WBEA President-elect</li> <li>● S/T/P Presidents</li> </ul>	<ul style="list-style-type: none"> <li>● Identify new teachers from each S/T/P (name/email) and establish contact with each individual.</li> <li>● Identify teachers from each S/T/P who are teaching business education courses who are not WBEA members. (S/T/P Presidents)</li> <li>● 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)</li> </ul>
2. Strengthen WBEA web presence and add resources for members on the website.	<ul style="list-style-type: none"> <li>● WBEA President</li> <li>● WBEA Media Communications Director</li> </ul>	<ul style="list-style-type: none"> <li>● Continue to update the WBEA website to keep current with the changing technology (Media Communications Director)</li> <li>● Continue development and recruit members to contribute to the “Resources” section. (President, S/T/P Presidents)</li> </ul>
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"> <li>● WBEA Director to the NBEA Executive Board</li> <li>● WBEA President-elect</li> <li>● WBEA Membership Director</li> <li>● WBEA Media Communications Director</li> <li>● WBEA Newsletter Editor</li> </ul>	<ul style="list-style-type: none"> <li>● 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)</li> <li>● Recognize PDLT participants at the annual WBEA Conference, as well as in WBEA publications. (WBEA Director)</li> <li>● 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)</li> </ul>
4. Support promotion of professional accomplishments (award winners) and professional service (executive board)	<ul style="list-style-type: none"> <li>● WBEA President</li> <li>● WBEA President-elect</li> <li>● WBEA Awards Director</li> </ul>	<ul style="list-style-type: none"> <li>● 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)</li> <li>● Formal letter/email to Executive Board’s CTE Director, Principal, etc. about board appointment.</li> <li>● Promote professional service and professional accomplishments of the WBEA Executive Board.</li> </ul>
5. Build partnerships between WBEA and businesses within the region.	<ul style="list-style-type: none"> <li>● WBEA President</li> <li>● WBEA President-elect</li> <li>● S/T/P Presidents</li> </ul>	<ul style="list-style-type: none"> <li>● 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)</li> <li>● Identify at least one viable business and specific contact people within each S/T/P to develop a WBEA partnership. (S/T/P Presidents)</li> <li>● Communicate with each individual business contact. (President and President-elect)</li> <li>● Extend invitation to visit website, attend S/T/P and/or WBEA conferences, etc. (President and President-elect)</li> <li>● Build a presence with the businesses and use their resources for our members. (President)</li> </ul>

# WESTERN BUSINESS EDUCATION ASSOCIATION

## Strategic Planning Meeting

February 10, 2021 | 6:30 – 7:00 pm PST

Virtual Meeting via Zoom

### PROPOSED AGENDA

- |   |                     |
|---|---------------------|
| 1. Call to Order                                    | Nancy Backlund      |
| 2. Roll call/ Introductions                         | Around the Table    |
| 3. Recap of 2020-2021 Strategic Planning Activities | Ariel Dykstra       |
| 4. Review of Strategic Action Planning Document     | Nancy Backlund      |
| a. Edits or additions to existing document          |                     |
| 5. Discussion of Goals and Focus for 2021-2022      | All Representatives |
| a. Continue with 2020-2021 goals                    |                     |
| b. Discussion                                       |                     |
| c. Prioritize for 2021-2022                         |                     |
| 6. Adjournment                                      | Nancy Backlund      |