

**WBEA STRATEGIC PLAN –2008-2009  
Goals and Strategies—Recommendations  
Goal/Strategy Categories:**

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)**

**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.**

**Total Budget:** These strategies are funded from the Membership Committee’s budget.

**Objectives**

**A. Strength membership recruitment and retention strategies to increase NBEA membership**

Strategies	WBEA Person Responsible	Date
1. Develop and implement strategies to identify and recruit business teachers into NBEA membership. Work with S/T/P Membership Chairs to:	WBEA Membership Director NBEA Representative S/T/P Membership Chairs STP Presidents	Ongoing
a. Contact technology, marketing, management, part-time business and elementary keyboarding instructors where possible. Focus on middle school teachers. Contact ACTE and S/T/P state supervisors for mailing lists.	STP Presidents and officers S/T/P Membership Chairs	Ongoing
b. Develop a marketing plan; encourage personal contact such as a phone call or written message. Make sure the WBEA/NBEA forms are available at various state meetings. Advertise through websites and actively promote other related affiliates.	STP Presidents and officers S/T/P Membership Chairs	Ongoing
2. Focus on the S/T/Ps needing special attention (e.g. Alberta, Alaska)	WBEA President WBEA Membership Director	Ongoing
3. Provide training and resources to help state membership directors understand and carry out their responsibilities.	WBEA President WBEA Membership Director	February 2009 Ongoing
4. Actively promote membership for retirees and publicize retirees dues structure as established by NBEA.	WBEA Membership Director Conference Committee S/T/P Membership Chairs	Ongoing
5. Encourage recipients of Robert J. Thompson NBEA/WBEA Membership Endowment Award to renew memberships.	WBEA Membership Director, Conference Committee, S/T/P Membership Chairs	Ongoing
6. Encourage all new business education teachers to join NBEA. Promote membership in affiliates (DPE, ISBE, etc.)	WBEA Membership Director Conference Committee S/T/P Membership Chairs	Ongoing

7. Stress NBEA Membership for all members of individual S/T/P Executive Boards.	WBEA President WBEA Membership Director S/T/P Presidents S/T/P Membership Chairs	Ongoing
8. Encourage state supervisors to promote NBEA/WBEA.	WBEA Membership Director S/T/P Membership Chairs	Ongoing
9. Build membership database by asking for e-mail addresses on conference registration. Needs to state to be used by WBEA only, not required. Share with WBEA Executive Committee.	WBEA Conference Chair Conference Registration Chair WBEA Executive Committee	Ongoing
10. Encourage S/T/Ps to include state supervisors on their executive board as ex-officio members.	President & STP Presidents	Ongoing

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

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
11. Provide training and resources to help state membership directors understand and carry out their responsibilities.	WBEA Membership Director NBEA Representative S/T/P Membership Chairs S/T/P Presidents	Ongoing	
12. Continue with the Membership Director's and S/T/P Membership Chairs' workshop immediately following the combined Membership Directors and Presidents-elect meeting. The meeting runs concurrently with the Presidents-elect Leadership Training.	WBEA President & Conference Chair WBEA Membership Director S/T/P Membership Chairs	Ongoing	
13. Maintain a website which includes membership recruitment ideas and a link to NBEA/WBEA membership applications.	WBEA Membership Director Telecommunication Director	Ongoing	

C. Strengthen the image of business education through marketing strategies.

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
14. Distribute an informational package with membership recruiting ideas to S/T/P Membership Directors to assist in recruitment. Include NBEA's publications:	Membership Director	Ongoing	
a. <i>50 Reasons to Join NBEA</i>			
b. <i>10 Facts</i> brochures			

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

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

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

**Objectives**

A. Promote leadership excellence and commitment.

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
1. Continue focus on the need for professional development training for S/T/P representatives.	WBEA President 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 (½ registration fee for each attendee) for two STP participants from each STP. <i>WBEA Policies and Procedures Manual and Appendices, Section 6015.3.</i> (Use the Academy of Leadership Excellence materials.)	WBEA President WBEA Conference Chair PDI Director	February 2009	
3. Encourage business education student teacher candidates to participate in the Professional Development Institute.	WBEA President PDI Director S/T/P Representatives WBEA Conference Committee	Ongoing	
4. Promote the Robert J. Thompson NBEA/WBEA Membership Endowment Award and First-Time NBEA Attendees Awards to assist teachers in opportunities for professional development.	<i>WBEA President</i> NBEA Representative PDI Director Robert J. Thompson NBEA/WBEA Membership Endowment Committee Director	Ongoing	
5. Provide S/T/P Presidents-elect Leadership workshop.	<i>WBEA President-elect</i>	February 2009	
6. Actively involve new and retired teachers on committees and leadership roles.	WBEA President WBEA Committee Directors	Ongoing	
7. Use the publications and website to summarize S/T/P reports and include WBEA Awardees on website.)	WBEA Newsletter Director WBEA Telecommunications Director WBEA Awards Director	Ongoing	
8. Encourage each S/T/P to submit names of teachers for regional as well as national awards.	WBEA President  <i>WBEA Awards Director</i>	Ongoing	
9. Submit potential Committee member names to NBEA.	WBEA President NBEA Representative	September 2009	
10. Reinforce the importance of personal commitment and follow through in all volunteer positions (e.g. committee assignments, board meetings, leadership training programs, convention programs, publications, mentoring).	WBEA Executive Board	Ongoing	
11. Feature articles that encourage leadership and professionalism and that highlight a business educator whose program and students benefited from his/her professional involvement.	WBEA Newsletter Editor	Ongoing	

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

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
12. Schedule conference program sessions and publish articles addressing the importance of integrating core employability skills into the business education curriculum (e.g., ethics, accountability, personal responsibility, service attitude, team building, integrity, respect, diversity, dialogue communication, professionalism, quality assurance).	WBEA Conference Committee WBEA Newsletter Director	February 2009	
13. Schedule conference program sessions and publish articles that focus on researching, writing, securing, and implementing grants for curriculum development, classroom equipment, and professional development.	WBEA Conference Committee WBEA Newsletter Director	February 2009	
14. Schedule a conference program session involving the Center for Excellence programs relating to business education (e.g., information security, IT, international business, entrepreneurship.)	WBEA Conference Committee WBEA Newsletter Director	February 2009	
15. Schedule conference program sessions on innovative teaching techniques and best practices	WBEA Conference Committee WBEA Newsletter Director	February 2009	
16. Schedule an event for first-time attendees at the annual conference.	WBEA President Conference Committee	Ongoing	
17. Provide conference workshops for retirees (and spouses) to encourage participation in WBEA.	WBEA Conference Committee	Ongoing	
18. Encourage members to volunteer with Career and Technical Student Organization (CTSO) activities (i.e. judges.	WBEA President WBEA Membership Director S/T/P Membership Chairs	Ongoing	
19. Encourage retirees as mentors, etc.	WBEA President S/T/P Presidents	Ongoing	
20. Assist S/T/P presidents to make leadership and professional development a high priority item in each S/T/P.	WBEA President S/T/P Presidents	Ongoing	
21. Provide college credit opportunity for WBEA conference attendees.	WBEA Conference Committee	February 2009	
22. Encourage S/T/P program committees to schedule sessions addressing leadership and involvement opportunities within WBEA and the S/T/Ps.	WBEA President WBEA Conference Committee S/T/P Presidents	Ongoing	

### **CATEGORY 3: CURRICULUM AND METHODOLOGY (NBEA Initiative 3)**

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

**Total 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	WBEA Person Responsible	Date	Completed or Date To Be Completed
1. Share strategies for implementing and assessing curriculum that supports the <i>National Standards for Business Education</i> at meetings.	WBEA President S/T/P Presidents	Ongoing	

2. Promote the use of the <i>National Standards for Business Education</i> in the licensure/certification process for business teachers.	Teacher Education Programs at the college and university level	Ongoing	
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**B. Promote a greater academic presence for business education.**

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
3. Identify and promote programs that effectively integrate business education and academic education.	WBEA President WBEA Conference Committee	Ongoing	
4. Offer conference sessions and special publications on the changing student profile and teaching environment.	WBEA Conference Committee WBEA Newsletter Director	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.

**Total Budget:** These strategies are funded from the Membership Committee's and Awards Committee's budgets

**Objectives**

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

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
1. Pursue business school and part-time teacher memberships. Contact ACTE and state business education supervisors for mailing lists.	WBEA Membership Director	Ongoing	
2. Recognize outstanding executives, who have supported business education throughout the region with awards at the WBEA Conference.	WBEA Executive Board. WBEA Awards Director	February 2009	
3. Provide marketing assistance for the Business Education Teacher Education Task Force to market the online programs and continue with the development of a model.	WBEA Executive Board NABTE	Ongoing	
4. Share strategies and support the <i>National Standards for Business Education</i> at S/T/P and regional meetings.	WBEA Executive Board and Teacher Education Programs at colleges and university level	Ongoing	
5. Encourage business educators to build effective local business alliances, partnerships, and advisory committees that support business education.	WBEA President WBEA Conference Committee WBEA 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.

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

**Objectives**

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

Strategies	WBEA Person Responsible	Date
1. Monitor and improve the communications flow to and from national, divisional, regional, and S/T/P associations.	WBEA President NBEA Representative	Ongoing
2. Stress importance and need for S/T/P websites and linkage to WBEA site.	WBEA Telecommunications Director	Ongoing
3. Continue to share WBEA financial statements and budgets with the membership.	WBEA Treasurer WBEA Telecommunications Director WBEA Newsletter Director	Ongoing
4. Create and publish a communication article for each newsletter.	WBEA Telecommunications Director WBEA Newsletter Director	At <i>Western News Exchange</i> deadlines.
5. Create and publish an international article for the newsletter.	ISBE Representative WBEA Newsletter Director	At <i>Western News Exchange</i> deadlines.
6. Invite other elected board members to visit S/T/P conferences when president cannot attend.	WBEA President	As needed
7. Include communication methods as part of the S/T/P Presidents-elect workshop.	WBEA President-Elect	February 2009
8. Promote the use of the WBEA website, include a summary of board activities, and a list of WBEA awardees.	WBEA President, WBEA Secretary WBEA Awards Director WBEA Telecommunications Director	Ongoing
9. Publish summary of significant actions taken by the Executive Board on the website.	WBEA President WBEA Secretary WBEA T Telecommunications Director	Ongoing
10. Expand newsletter to include curriculum information and ideas, teacher and S/T/P recognition, and PDI graduates. Retain list of PDI graduates.	WBEA Newsletter Director PDI Director S/T/P Presidents S/T/P Newsletter Editors	Ongoing
11. Encourage S/T/Ps to nominate candidates to serve on WBEA & NBEA Committees	WBEA President NBEA Representative	Summer 2009 & Fall 2009
12. Provide links to online courses for business education-related university courses.	WBEA Telecommunications Director S/T/P Telecommunications Chairs	Ongoing
13. Encourage S/T/P representatives to submit articles for publication.	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**

**A. Continue the planning process and update administrative guidelines.**

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
1. Review and update the SWOT analysis on a yearly basis.	WBEA Past President WBEA Strategic Planning Committee (SPC) WBEA Executive Committee	Spring 2008	
2. Update strategic plan, yearly, aligning WBEA goals with the NBEA Strategic Plan; place it on the website.	WBEA Past President WBEA Strategic Planning Committee (SPC) WBEA Executive Committee WBEA Telecommunications Director NBEA Representative	Spring 2009	
3. Update the policies and procedures manual.	WBEA Past President	Spring 2008 Summer 2009	
4. Establish times for standing committees to meet during the WBEA Conference; review the progress of the various committees; review committee structure.	WBEA President WBEA Conference Committee WBEA Committee Directors	February 2009	
5. WBEA Executive Committee and Strategic Plan Committee will review the strategic Plan more than once a year.	WBEA President WBEA Past President WBEA Strategic Planning Committee (SPC)	Ongoing	
6. Encourage the Telecommunications Committee to continue improving the Website.	WBEA Telecommunications Director	Ongoing	

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

Strategies	WBEA Person Responsible	Date	Completed or Date To Be Completed
1. Work with S/T/P Presidents-elect in replicating the Program of Work concept utilized by regional and national Executive Boards.	WBEA President-elect WBEA President	February 2009	
2. Discuss business education issues at the regional and local levels.	WBEA President	Ongoing	