

Goals of NSBEA and Strategic Plan Nebraska State Business Education Association

NSBEA promotes business education, promotes improvement of business instruction, and provides opportunities for professional growth and fellowship for Nebraska secondary and post-secondary business educators.

Goals of NSBEA

Goal:	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
A. Membership Benefits			
1. Recognize first-time conference attendees, student teachers, through effective online communication and at conventions.	President NSBEA Board Public Relations Comm. Newsletter Editor		Ongoing
2. Recognize members through the NSBEA Awards program (Rookie of the Year, Outstanding Middle Level Teacher, Outstanding Secondary Teacher, Outstanding Post-Secondary Teacher, Outstanding Collegiate Teacher, Outstanding Administrator/Supervisor, and Outstanding Business).	NSBEA Awards Committee	Secure nominations in April	Annually in June
3. Recognize scholarship and stipend recipients at the NSBEA Awards program.	NSBEA Scholarship Committee (Scholarships)	Kids, Culver, & Blum Scholarship Deadline -- March 15	Annually in June (Scholarships)

4. Provide professional development for business, marketing and information technology educators.	NSBEA Board Conference Committee		Annually in June Annually in Fall
5. Provide all business, marketing and information technology educators with quality conferences.	NSBEA Board		Annually in June Annually in Fall
6. Provide and coordinate leadership training either as an NSBEA stand-alone activity or combined.	Past President/NSBEA Board		Date Determined by NDE
B. Communication and Networking			
1. Encourage all members to share innovative ideas and best practices through NSBEA online publications and social media venues.			Ongoing
2. Participate in legislative networks advocacy at the state, regional and national levels.	All members NSBEA Board		Ongoing
3. Monitor and disseminate information on legislative initiatives that impact business education and career and technical education.	Legislative Representative		Ongoing
C. Executive Board			
1. Utilize the Leadership Development Institute-and FBLA conference(s) to promote business education and the NSBEA organization.	President President-elect NSBEA Board		Ongoing
2. Facilitate communications from current board members to incoming board members. Each board member should maintain a notebook and/or electronic file for his/her position. The incoming president (president-elect) should be responsible for coordinating the change of the personnel at the June board meeting. Both the current board and incoming board should attend the June meeting.	President NSBEA Board		Annually At June Meeting Ongoing

3. Encourage the involvement of new members on the executive board and on committees	NSBEA Board President, committee members, and NSBEA members	Secure board members in April or May	June board meeting
D. Public Relations and Marketing			
1. Explore alternative methods to increase membership value.	Membership Director NSBEA Board		Ongoing
2. Continue to support and encourage student membership. Provide contact to student members encouraging them to become professional members.	Membership Director NDE	NDE will assist in securing contact info for pre-service students from the teacher educators	Ongoing
3. Continue to promote and “brand” our organization.	Public Relations NSBEA Board	Ongoing	Ongoing
4. Submit press releases to local papers for award winners.	Awards Committees		Annually in June

NSBEA Strategic Plan

Goal:	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
A. Member Benefits			
1. Investigate alternatives to the NSBEA Today newsletter, social media platforms, email communication to best reach members.	5-Year Planning Committee and the Executive Board		Ongoing
B. Communication and Networking			
1. Strengthen relationships with career education student organizations in partnership with the state’s Center for Student Leadership and Extended Learning.	NSBEA Board All Members		Ongoing
2. Promote and encourage nominations for Outstanding Business of the Year Award to recognize partnerships between education and business.	NSBEA Awards Committee		Annually in June
3. Expand social media presence (Facebook, Twitter, blogs, etc.) to promote teaching strategies and NSBEA.	Public Relations Committee	Ongoing	Annually in Fall
C. Executive Board			
D. Public Relations and Marketing			
1. Promote the National Business Education Honor Society through effective online communication each school year. President/State Representative to MPBEA Board should be responsible for obtaining and providing brochures for Fall and NCE Conferences	Public Relations, President, and State Representative to MPBEA Board		Brochures for Fall and NCE Conferences one online message during each school year
2. Increase effective communication through online communication to promote NSBEA and member benefits.	Public Relations	Ongoing	