

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, and Nebraska's BEST in the newsletter, on the list serve, with Constant Contact and at conventions.	President NSBEA Board Public Relations Comm. Newsletter Editor		Ongoing
2. Recognize members through the NSBEA Awards program at the spring convention (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. Provide professional development for business, marketing and information technology educators.	NSBEA Board Conference Committee		Annually in June Annually in Fall
4. Provide all business, marketing and information technology educators with quality conferences.	NSBEA Board		Annually in June Annually in Fall
5. Provide and coordinate leadership training either as an NSBEA stand-alone activity or combined with other state CTE organization leaders (CTE Leadership Academy).	Past President		Date Determined by NDE
6. Align the criteria for selecting recipients of the NSBEA Awards with that of M-PBEA and NBEA Awards	Awards Committee	Ongoing	By 2016

B. Communication and Networking			
1. Provide three electronic issues of the NSBEA newsletter to members. Issue # 1 will be delivered to the BMIT List Serve and by Constant Contact. Issues #2 and #3 will be delivered via Constant Contact only and to NSBEA members only.	Newsletter Editor Public Relations Comm.	September 1, April 1, and January 1 deadlines for articles	Fall, Winter, Spring issues
2. Encourage all members to share innovative ideas and best practices through NSBEA publications (newsletter, list serve, web site and Constant Contact).	NSBEA Board, the Public Relations Committee, and NSBEA members		Ongoing
3. Encourage new subscribers and promote the use of the BMIT List Serve and/or Constant Contact.	President NSBEA Board		Ongoing
4. Maintain and continually update the NSBEA web site.	Public Relations		Ongoing
5. Maintain a Twitter presence.	Public Relations		Ongoing
6. Participate in legislative networks advocacy at the state, regional and national levels.	All members NSBEA Board		Ongoing
7. Monitor and disseminate information on legislative initiatives that impact business education and career and technical education.	Legislative Representative		Ongoing
8. Encourage collaboration with other professional organizations (Association of Research and Business Education: DPE, NAME, ACTEN).	President NSBEA Board		Ongoing
C. Executive Board			
1. Utilize the Leadership Development Institute /CTE Leadership Academy in the network of the organization.	President President-elect NSBEA Board	NEXUS training date and June Meeting	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 (can come from the CTE Leadership Academy, Beginning Teacher Academy and LDI).	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 recruit new members and to maintain current members.	Membership Director NSBEA Board		Ongoing
2. Continue to support and encourage student membership. Provide special mailings 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. Encourage state membership director and district representatives to utilize the BMIT list serve, the Web site and Constant Contact to promote benefits of membership.	Membership Director District Reps		Ongoing
5. 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. Request all executive board members to share one teaching strategy once a year through <i>NSBEA Today</i>	NSBEA Board		Annually in June
2. Explore adding additional web resources to the web page, (blogs, feedback area, registration forms, online payments, use of PayPal, etc.).	Public Relations Treasurer, Membership Director, Public Relations (Web Master)	6 months	
B. Communication and Networking			

Goal:	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
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. Continue to create an electronic communication presence through venues such as Facebook, Twitter and/or other professional networking sites to enhance our current Web site.	Public Relations Committee	Ongoing	Annually in Fall
C. Executive Board			
1. Establish a Finance Committee to replace the Audit Committee with responsibilities to include budgeting, auditing, membership dues, overseeing investments, and managing the NSBEA Foundation. a. Target honorary members and new retirees for donating to the Foundation. b. Coordinate donations with ACTEN's CEFN Foundation.	NSBEA Board		June 2015
D. Public Relations and Marketing			
1. Promote the National Business Education Honor Society through one Constant Contact message each school year. President/State Representative to MPBEA Board should be responsible for obtaining and providing brochures for Fall and NCE Conferences	Public Relations (Constant Contact Coordinator), President, and State Representative to MPBEA Board		Brochures for Fall and NCE Conferences one Constant Contact message during each school year