

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 (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) NSBEA 5-Year Planning Committee (Stipends)	Kids, Culver, & Blum Scholarship Deadline: March 13 Graduate Scholarship Deadline: March 1 Stipend Deadline: December 1	Annually in June (Scholarships) TBA (Stipends)

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4. Utilize the Kid's Scholarship dollars to directly benefit members by increasing the current stipends or investigate increasing the amount of the Kid's Scholarship.	5-Year Planning Committee/ Scholarship Committee		December 2017
5. Provide professional development for business, marketing and information technology educators.	NSBEA Board Conference Committee		Annually in June Annually in Fall
6. Provide all business, marketing and information technology educators with quality conferences.	NSBEA Board		Annually in June Annually in Fall
7. 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
B. Communication and Networking			
1. Encourage all members to share innovative ideas and best practices through NSBEA online publications and social media venues.	Public Relations Comm. and NSBEA Board Members.	Ongoing	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 /CTE Leadership Academy in the network of the organization.	President President-elect NSBEA Board	ACE 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

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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 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. 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. Investigate alternatives to the NSBEA Today newsletter.	5-Year Planning Committee and the Executive Board.		June 2018
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. Promote graduate scholarship and stipends to encourage professional development for NSBEA members.	Public Relations Committee	Ongoing	Ongoing
4. Expand social media presence (Facebook, Twitter, blogs, etc.) to promote teaching strategies and NSBEA.	Public Relations Committee	Ongoing	Annually in Fall
C. Executive Board			
1. Research the restructuring of the Membership Director Position and the feasibility of hiring an Executive Director.	NSBEA Executive Board		June 2018
2. Investigate funding options to increase stipends for the President and President-Elect for NBEA and M-PBEA Conferences.	NSBEA Executive Board		June 2017
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
2. Increase communication through Constant Contact to promote NSBEA and member benefits.	Public Relations	Ongoing	