

Strategic Priorities and Goals of Nebraska State Business Education Association (NSBEA)

MISSION: NSBEA promotes education in Business, Marketing, and Information Technology through instruction, best practices and opportunities for professional growth and networking among Nebraska educators.

Strategic Priority A			
Membership: A focus on membership aims to create a vibrant and diverse community that supports our mission and advances our profession.			
<u>Membership Goals</u>	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
1. Recognize first-time conference attendees, student teachers, and Nebraska's BEST in the newsletter, on the list serve, with electronic member 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 NSBEA Board	Secure nominations in April	Annually in June
3. Recognize and increase the number of NSBEA scholarship recipients at the NSBEA Awards Program.	NSBEA Awards Committee NSBEA Board	Secure nominations in April	Annually in June
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
Strategic Priority B			
Communication: A focus on communication aims to create a culture of transparency, collaboration, and innovation that supports our growth and success.			
<u>Communication Goals</u>	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
1. Encourage all members to share innovative ideas and best practices through NSBEA online publications and social media platforms.	President NSBEA Board		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
Strategic Priority C			
Executive Board: A focus on the executive board aims to create a culture of excellence, accountability, and collaboration that supports our mission and values.			
<u>Executive Board Goals</u>	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
1. Utilize the Leadership Development Institute-and FBLA, DECA, and NETA 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 electronic files 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 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
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Strategic Priority D

Public Relations and Marketing: A focus on public relations and marketing aims to create a strong and distinctive brand identity that differentiates us from others and drives our growth and success.

<u>Public Relations and Marketing Goals</u>	<u>Responsible Party</u>	<u>Timeline</u>	<u>Target Date (ongoing, short-term, long-term)</u>
1. Explore 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 information.	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