



NASBE STRATEGIC PLAN

2014-2015

NOTE: Considerable efforts are underway by the Executive Committee to create a more inclusive community of professionals, which will include supervisors of Marketing Education. Relevant to the future of business and marketing education, please anticipate these changes to be reflected in future strategic plans and other pertinent NASBE documents, as we seek to build a dynamic professional organization to meet the growing needs of its members.

NATIONAL ASSOCIATION OF SUPERVISORS OF BUSINESS EDUCATION

Focus Area of Plan: *Market and Promote Business Education*

Goal 1: Strengthen the issue of business education by utilizing business educators and other audiences.

Objective/Strategy 1: *Communicate positive information about business education.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Encourage members to share one success story that portrays the benefits of business education via either the NASBE newsletter or NASBE listserv.	Ongoing	Executive Committee	Ongoing	\$0
Use a variety of electronic communication tools to enhance efficiency.	Ongoing	Executive Committee	Ongoing	\$0

Objective/Strategy 2: *Communicate information about the mission, scope, and importance of business education.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Organize an opportunity to distribute copies of promotional materials at NBEA and ACTE conventions.	Ongoing	Vice President	Ongoing	\$0

Objective/Strategy 3: *Encourage members to author, solicit, and review articles that further business education.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Submit articles for publications to one or more of the following: <i>Techniques, Business Education Forum, ASCD Educational Leadership, NASBE Newsletter</i> , or other professional and/or technical publications.	Ongoing	Executive Committee and All Members	Ongoing	\$0
Distribute three (3) NASBE newsletters via NASBE website and via e-mail. A message stating that the newsletter has been posted will be sent via the NASBE listserv.	Ongoing	Newsletter Editor & Webmaster	November, February, June	\$0

Objective/Strategy 4: *Actively recruit future business educators.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Share ideas being used to recruit business educators.	Ongoing	All Members	Ongoing	\$0
Use appropriate promotional materials of related associations and organizations.	Ongoing	All Members	Ongoing	\$100
Encourage Universities offering Business Education to become National Association for Business Teacher Education (NABTE) schools.	Ongoing	Executive Committee	Ongoing	\$0

Objective/Strategy 5: *Recognize innovative business programs.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Encourage business educators to submit articles for publication concerning innovative programs.	Ongoing	All Members	Ongoing	\$0
Encourage business educators to submit entries for program recognition on the state and national level.	Ongoing	Awards Committee	Ongoing	\$0

Focus Area of Plan: *Program Improvement*

Goal 2: *Promote the improvement of business education through a variety of methods.*

Objective/Strategy 1: *Provide leadership in the development and distribution of Policy Commission Statements.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Encourage NASBE members to serve on committee to provide input for Policies Commission for Business and Economic Education (PCBEE) statements and ACTE Resolutions.	Ongoing	PCBEE Representative	Ongoing	\$0
Promote the use of the PCBEE Policy Statements through articles in the NASBE newsletter.	Ongoing	PCBEE Representative	Ongoing	\$0

Objective/Strategy 2: *Actively encourage and assist business educators to demonstrate the highest standards of excellence.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Supervisors should encourage business educators throughout the states to seek credentials that certify professional excellence.	Ongoing	All Members	Ongoing	\$0

Objective/Strategy 3: *Supports program initiatives, modifications, and improvements at the elementary/middle/ high school levels.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Showcase innovative and quality programs in at least one NASBE newsletter and presentations at conferences.	Ongoing	Newsletter Editor and All Members	Ongoing	\$0

Objective/Strategy 4: *Encourage members to continue to upgrade their business education programs.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Promote the use and alignment of national standards for Business Education with local and/or state curriculum including NBEA, Career Clusters, MBAResearch, etc.	Ongoing	All Members	Ongoing	\$0

Objective/Strategy 5: *Distribute information regarding the Career Clusters/Pathways.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Provide updated information regarding the implementation of the Career Clusters/Pathways and links to the sample plans of study and related resources for each of the Career Clusters/Pathways.	Ongoing	All Members	Ongoing	\$0

Focus Area of Plan: *Advocacy Awareness*

Goal 3: *Develop an awareness of and actively support initiatives that impact Career and Technical Education and specifically, Business Education.*

Objective/Strategy 1: *Build networks and relationships with business, legislative groups, and other educational partners to communicate the value and success of business education.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Encourage members to attend the ACTE National Policy Seminar.	Ongoing	Executive Committee	March/April	\$0
Encourage members to have an advocacy network in place in their respective states.	Ongoing	Executive Committee	Ongoing	\$0
Utilize the NASBE listserv and website to inform members of impending legislation with a link to ACTE's legislation tool box with sample letters and other materials.	Ongoing	All Members Newsletter Editor and Webmaster	Ongoing	\$0
Share best practices with business, legislative groups, and other educational partners regarding the value and success of business education.	Ongoing	All Members	Ongoing	\$0

Objective/Strategy 2: *Communicate the fiscal and programmatic needs of business education to those with national and state governments.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Communicate legislative developments and recommend strategies to the members.	Ongoing	All Members	Ongoing	\$0
Participate in public hearings and forums that address issues affecting business education in respective states where allowed.	Ongoing	Executive Committee All Members	Ongoing	\$0

Focus Area of Plan: *Promote Membership*

Goal 4: *Promote the importance of membership in NASBE by providing services to members.*

Objective/Strategy 1: *Improve communication and networking among NASBE members.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Continue to encourage a "sharing session" with NASBE members at ACTE and NBEA conventions, virtual RAP Sessions and virtual Board Meetings.	Ongoing	Executive Committee	ACTE and NBEA	\$0
Continue a NASBE listserv to facilitate timely, effective communication among members.	Ongoing	President	Ongoing	\$0

Objective/Strategy 2: *Maintain and increase NASBE membership through recruitment of new members and retention of current members.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Identify supervisors who are not NASBE members and invite them to become members.	Ongoing	All Members Treasurer	Ongoing	\$0
Continue to offer honorary membership to NBEA Executive Director, NBEA President, ACTE BE Vice President, and BE CTSO CEOs.	Ongoing	Treasurer	Fall	\$0
Encourage mentoring programs for new supervisors throughout all states.	Ongoing	Vice President All Members	Ongoing	\$0
Publish articles in various business education publications promoting membership in NASBE and stressing the importance of involvement.	Ongoing	Executive Committee	Ongoing	\$0

Objective/Strategy 3: *Provide a welcoming atmosphere to all new members.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Recognize new members at NASBE business meetings.	Ongoing	President	ACTE and NBEA	\$0

Objective/Strategy 4: *Maintain accurate records of the association.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Maintain a membership database (to include business and home addresses, telephone and fax numbers, and e-mail addresses).	Ongoing	Treasurer	Ongoing	\$0
Publish a membership directory, with one master hard copy for making corrections only to be made available at the NASBE business meetings at the ACTE and NBEA conventions. The updated membership directory will be posted on the website.	Ongoing	Treasurer	ACTE and NBEA	\$0
Review and revise NASBE operating policies as needed to ensure continuity in information management and consistency with the ACTE/BE policies.	Ongoing	Executive Committee	ACTE and NBEA	\$0
Review the NASBE Handbook and Bylaws for appropriate revisions.	Ongoing	Executive Committee Past President	Ongoing	\$0
Develop and distribute a Strategic Plan.	Ongoing	President-Elect	NBEA	\$0
Provide copies of materials that describe NASBE annual activities, so a historical background of the organization is maintained within an archival context.	Ongoing	Secretary	NBEA	\$0

Objective/Strategy 5: *Develop strategies for communicating with all stakeholders about NASBE.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Write an e-mail of appreciation to administrators, State Departments of Education, and superintendents (school directors) for the encouragement and support given to NASBE officers and committee members.	Ongoing	Executive Committee	Ongoing	\$0
Enhance the capacity of the NASBE website to share information to various constituents about the organization and its purpose and vision for business education.	Ongoing	Communications and Publications Officer	Ongoing	\$0
Write a letter of appreciate to the sponsors of the NASBE.	Ongoing	All Members	Ongoing	

Focus Area of Plan: ***Promote Leadership Development/Professional Competency***

Goal 5: ***Encourage professional development and leadership opportunities.***

Objective/Strategy 1: ***Recognize business educators who promote business education and the welfare of the professional member.***

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Participate and actively seek nominees for the ACTE, NBEA, and NASBE awards programs. Follow-up with the status of award applications and determine how to prepare successful applications based upon comments from review committees.	Ongoing	Awards Committee	Ongoing	\$170
Recognize award recipients in the NASBE newsletters and other business education publications.	Ongoing	Communications and Publications Officer	Ongoing	\$0

Objective/Strategy 2: ***Promote availability of leadership development opportunities.***

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Provide information about state, regional, and national leadership conferences through publications and distribution of the NASBE newsletter.	Ongoing	Communications and Publications Officer	Ongoing	\$0
Encourage and expand opportunities for members to participate and accept leadership challenges through committee activities and officer candidate positions.	Ongoing	Nominating Committee	Fall	\$0

Objective/Strategy 3: ***Provide leadership in professional development program planning.***

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Coordinate NASBE activities with BE Division Vice President at the ACTE Convention.	Ongoing	Vice President & President	ACTE	\$0
Coordinate NASBE activities with NBEA staff at the NBEA Convention.	Ongoing	Vice President & President	NBEA	\$0

Objective/Strategy 4: ***Establish collaborative efforts and increase communication with business education leadership.***

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Designate a least one officer to attend NBEA Board meetings to report on NASBE activities. Have at least one officer attend and participate in the ACTE Policy Seminar meeting in Washington, D.C. in March to represent the interests of business education and NASBE.	Ongoing	President and/or President-Elect	Fall Spring	\$1,250

Focus Area of Plan: *Promote Student Leadership and Recognition of CTE Student Organizations*

Goal 6: *Encourage support for student leadership activities.*

Objective/Strategy 1: *Investigate appropriate methods of support for developing student leadership activities.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Dialogue with key leaders/stakeholders in student leadership organizations.	Ongoing	All Members	Ongoing	\$0
Promote/create strategies for student leadership at the local level.	Ongoing	Career & Technical Student Organizations/ NASBE Members	ACTE and NBEA	\$0

Objective/Strategy 2: *Increase key stakeholders' knowledge of the value of Career and Technical Education (CTE) and Career and Technical Student Organizations (CTSOs') to students and the business community.*

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Collaborate with the National Future Business Leaders of America and the National Business Professionals of America Association on ways to better publicize the CTSOs' to school administrators, school directors and business teachers.	Ongoing	All Members Executive Committee	Ongoing	\$0
Disseminate CTSO Awards Program Criteria to key stakeholders.	Ongoing	Awards Committee	Ongoing	\$0