

# NASBE

National Association of Supervisors of Business Education



# NASBE STRATEGIC PLAN

## 2020-2021

NOTE: Considerable efforts are underway by the Executive Committee to create a more inclusive community of professionals, which will include supervisors of Marketing Education, CTSO Executive Directors, MBA Research and National Business Education Association. 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: Business Administration Education Alliance**

**Goal 1: Strengthen business and marketing education by utilizing the leaders of business and marketing educators.**

**Objective/Strategy 1: Collaboration- Monthly**

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Meet each month to develop a plan to present to the stakeholders in business and marketing education	Ongoing	Executive Committee, Kellie Diemer	Ongoing	\$0
Formal Presentation to: BPA, FBLA, DECA Executive Directors, NBEA Executive Director, MBA Research CEO, VP and ACTE Business Education Division	July 8, 2020	Executive Committee Kellie Diemer	July 8, 2020	\$0

**Objective/Strategy 2: Business Education Alliance at ACTE Vision**

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Continue to plan for a 1 day workshop with Business and Marketing Education leaders to grow, brand and partner to bring Business & Marketing Education to the forefront of CTE education	December 2020	Executive Committee Kellie Diemer	ACTE Vision	\$0

**Focus Area of Plan: NASBE Website**

**Goal 1: Update website to be more interactive with members and payment platform for members to pay dues**

**Objective/Strategy 1: Encourage members to visit website for information, register for events and pay membership dues.**

Activities	Timeline	Parties Responsible	Completion Date	Budget Amount
Utilize Wild Apricot website hosting. Rebuild the website, add membership login, event registration and payment platform for membership dues. Website will notify members when membership dues are about to expire	Ongoing	President	Ongoing	\$820
Distribute three (3) NASBE newsletters via NASBE website. Website will automatically notify members of the newsletter and notify members to register for NASBE events and RAP Sessions	Ongoing	President	November, February, June	\$0

**Focus Area of Plan: NASBE Lifetime Membership**

**Goal 1: Provide Lifetime Membership to our Business and Marketing Education partners**

**Objective/Strategy 1: Encourage partnerships with our Business & Marketing Education Leaders**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
CTSO Executive Directors notify of Lifetime Membership- BPA Dr. LouAnn Ross, DECA Frank Peterson FBLA- Alex Graham	Fall 19	Executive Committee	Ongoing	\$0
Business & Marketing Leaders, Holly Atha CEO, Rick Mangini MBA Research, Joe McClary NBEA Executive Director, Annika Russell ACTE Business Education Division.	20-21	Executive 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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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 toolbox 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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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, MBA Research and NBEA	\$0
NASBE website 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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Identify supervisors who are not NASBE members and invite them to become members.	Ongoing	All Members Treasurer	Ongoing	\$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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Recognize new members at NASBE business meetings.	Ongoing	President	ACTE, MBA Research Conclave and NBEA	\$0

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

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Maintain a membership database (to include business and home addresses, telephone, 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, MBA Research Conclave 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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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	Executive Committee	Ongoing	\$0
Write a letter of appreciation to the sponsors of the NASBE. Post sponsors logos on website	Ongoing	Vice President	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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
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	Past President	Ongoing	\$0
Recognize award recipients in the NASBE newsletters and other business education publications.	Ongoing	President	Ongoing	\$0

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

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Provide information about state, regional, and national leadership conferences through publications and distribution of the NASBE newsletter.	Ongoing	President	Ongoing	\$0
Encourage and expand opportunities for members to participate and accept leadership challenges through committee activities and officer candidate positions.	Ongoing	Past President	Ongoing	\$0

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

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Coordinate NASBE activities with BE Division Vice President at the ACTE Convention.	Ongoing	Vice President & President	ACTE	\$0
Coordinate NASBE activities with Professional Development director at MBA Research Conclave	Ongoing	Vice President & President	MBA Research Conclave	\$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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
If an officer’s local travel budget allows, have an officer 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	\$0

**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.**

<b>Activities</b>	<b>Timeline</b>	<b>Parties Responsible</b>	<b>Completion Date</b>	<b>Budget Amount</b>
Dialogue with key leaders/stakeholders in student leadership organizations.	Ongoing	Executive Committee All Members	Ongoing	\$0
Promote/create strategies for student leadership at the local level.	Ongoing	Career & Technical Student Organizations/ NASBE Members	ACTE, MBA Research Conclave 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.**

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