

NBEA

Program of Work

2011-2012

**National Business Education Association
1914 Association Drive
Reston, VA 20191-1596**

July 1, 2011

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NOTE: Identifiers in parentheses in the action column of the Program of Work refer to the NBEA Strategic Plan.

Category 1: Administration				
Goal: Manage NBEA operations efficiently and effectively.				
Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop and present for adoption the 2010-2011 Program of Work (POW) to the NBEA Executive Board.	NBEA President-Elect POW Committee	April 2011		
B. Submit required reports (including the proposed Strategic Plan and the financial report) for fall and spring Executive Board meetings.	Executive Committee NBEA Executive Director Regional Presidents Committee Chairs	Four weeks before each meeting		
C. Report NBEA Executive Board actions to regions and affiliates within 30 days of board meeting.	Regional Representatives Affiliated Representatives	May 2011 December 2011 May 2012		
D. Send the following reports to NBEA Headquarters: 1. IRS Form 990 (if appropriate) 2. End of Year Financial Report 3. Annual Corporate Filing Report	Regional Presidents	December 2011		
Category 2: Annual Convention				
Goal: Plan a convention that provides professional development opportunities for members.				
Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop and implement a call for proposals for the 2012 annual convention. Use format and guidelines from other organizations (DPE) as a base. Send call for proposal electronically to membership and post on NBEA website	Convention Program Committee Executive Director Technology Committee	May 2011		
B. Plan the 2012 national convention program.	Convention Program Committee	May 2011		
C. Obtain sponsorship for social functions, receptions, etc., to be held at the convention; secure exhibitors and program advertisers; secure speakers for general sessions.	NBEA President NBEA Executive Director Convention Manager	July 2011 – March 2012		
D. Develop an alternative delivery of sessions via the web (webinar, podcasting, web conferencing, WebEx, etc.) for a fee to those individuals not able to attend the annual convention.	NBEA Executive Director Convention Manager(s) Conference Coordinator Technology Committee	July 2012 – March 2013		

E. Increase by at least 5% the number of vendors who exhibit at the national convention and support education for business.	NBEA Executive Director Convention Manager(s) Conference Coordinator	April 2012		
F. Provide a session for S/T/P Presidents and membership directors on membership recruitment.	NBEA President NBEA Membership Director	April 2012		
G. Conduct the professional development partnership program to encourage and provide stipends for first-time attendees at the annual convention.	Regional Presidents NBEA Executive Director	April 2012		
H. Conduct session for stipend recipients at national convention.	NBEA Past Presidents	April 2012		
I. Provide opportunities to convention participants to receive university credit, Continuing Education Units (CEU), and/or credit for re-certification.	NBEA Executive Director Conference Coordinator Convention Program Committee	April 2012		
J. Evaluate the 2012 Convention by studying written evaluations and summaries to share with committees for the 2013 convention.	NBEA President NBEA Executive Director Convention Manager(s) Conference Coordinator	April-May 2012		
K. Promote Online convention registration and membership application	NBEA Executive Director Regional Presidents S/T/P Presidents	ONGOING		
L. Offer convention sessions and special publications on the changing student profile and teaching environment.	Publications Committee Convention Program Committee	ONGOING		

Category 3: Awards and Recognition

Goal 1: Promote excellence in the profession by recognizing NBEA members.

Goal 2: Provide high school students recognition in promoting excellence in business education.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop a national certification for secondary business students.(2.d)	Curriculum Administrative Committee	April 2013		
B. Write letters to school administrators commending members' participation on the NBEA Executive Board.	NBEA President	September 2011		
C. Recognize all participants who have served on committees during the past year.	NBEA President NBEA Executive Director Regional Presidents	June 2012		

D.	Recognize award recipients by providing news releases to hometown newspapers and publicizing on the NBEA web site.	NBEA Executive Director	May 2012		
E.	Recognize the outgoing NBEA Executive Board members.	NBEA President NBEA Executive Director	April 2012		
F.	Recognize in writing S/T/P Presidents and membership directors who have served during the past year.	NBEA President NBEA Executive Director	April 2012		
G.	Present NBEA Scholarship(s).	Scholarship Administrative Committee NBEA President	April 2012		
H.	Assess the NBEA Scholarship Program and provide a report to the NBEA Executive Board.	Scholarship Administrative Committee NBEA President NBEA Executive Director	May 2012		
I.	Develop strategies to increase contribution to the NBEA Scholarship Fund.	Scholarship Administrative Committee NBEA President NBEA Executive Director	August 2012		
J.	Send letters to supervisors of S/T/P Presidents-elect who attended the training at NBEA Convention in Boston expressing appreciation for their support.	NBEA President-Elect	April 2012		
K.	Manage the NBEA Awards Process	NBEA Awards Committee	ONGOING		
L.	Monitor and review the national business honor society	National Business Honor Society Governing Council	ONGOING		

Category 4: Business Education Advocacy

Goal 1: Develop and implement a plan that will advance the importance of business education in strengthening the country's economy.

Goal 2: Advocate the importance of business education to the membership and external stakeholders.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Publish a position paper to communicate the importance of maintaining academic business programs at the secondary level that prepare students for career and college readiness. (2.b)	Position Paper Task Force	April 2012		
B. Review and evaluate legislative/advocacy initiatives on behalf of business education, then develop an initiatives action plan for implementation	Legislative/Advocacy Committee NBEA Executive Board NBEA Executive Director	August 2012		

C.	Participate in or have representation at the ACTE/Business Division Policy Meetings and ACTE National Policy Seminar.	Legislative/Advocacy Committee Chair NBEA President NBEA Executive Director	December 2011- March 2012		
D.	Develop a strategy for soliciting support from key legislators and other state officials.	Legislative/Advocacy Committee	August 2012		
E.	Develop strategies to encourage members to invite legislators into their classrooms.	Legislative/Advocacy Committee Regional Presidents S/T/P Presidents	August 2012		
F.	Provide legislative training sessions at all regional conventions.	S/T/P Presidents Legislative/Advocacy Committee Regional Presidents	NCBEA, 2011 SBEA, 2011 WBEA, 2012 M-PBEA, 2012		
G.	Establish a Business Partnership Task Force to meet and investigate the opportunities to engage business and industry to be advocates for business education	NBEA Executive Committee	November 2011		
H.	Hold Legislative sessions at national, regional, and S/T/P conventions.	Legislative/ Advocacy Committee Chair and Committee Regional Presidents Regional Legislative Chairs S/T/P Presidents and Legislative Chairs	ONGOING		
I.	Maintain open lines of communication with Presidents of NASBE, ACTE/Business Education Division, NBEA, Regional Associations, S/T/Ps, and student organizations.	Legislative/Advocacy Committee Chair NBEA Executive Director	ONGOING		
J.	Encourage S/T/P Presidents to serve on their respective legislative committees.	Legislative/Advocacy Committee Chair NBEA President	ONGOING		
K.	Encourage S/T/P Presidents to invite/involve local, state, and regional legislators to meetings and to send copies of publications to them.	Legislative/Advocacy Committee Chair NBEA President NBEA Executive Director	ONGOING		
L.	Participate in or have representation at the ACTE/ Business Division Policy Meetings and ACTE National Policy Seminar.	Legislative/ Advocacy Committee Chair NBEA President NBEA Executive Director	ONGOING		
M.	Contact state and regional association Presidents to encourage their use of the current NBEA legislative advocacy materials and resources to become proactive business education advocates	Legislative/Advocacy Committee	ONGOING		

N.	Continue to identify opportunities for partnering with business to promote business education	NBEA Headquarters Staff NBEA Executive Board Regional Presidents	ONGOING	
O.	Encourage business educators to build effective local business alliances, partnerships, and advisory committees that support business education	Convention Program Committee Regional Program Committee Publications Staff	ONGOING	
Category 5: Curriculum and Instructional Strategies				
Goal 1: Incorporate relevant and emerging curricula in business.				
Goal 2: Identify and disseminate creative instructional strategies and assessment techniques.				
Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A.	Develop and conduct workshops to promote use of the <i>National Standards for Business Education</i> and <i>Creative Teaching Strategies</i> to members.	NBEA President NBEA President-Elect NBEA Executive Director Curriculum Administrative Committee	April 2012	
B.	Promote, disseminate, monitor, and review implementation of the fourth edition of the <i>National Standards for Business Education</i> .	Curriculum Administrative Committee NBEA Headquarters Staff NBEA Executive Director NBEA President NBEA President-Elect State Supervisors Regional Presidents S/T/P Presidents	July 2012	
C.	Publicize the available NBEA curriculum publications.	NBEA Headquarters Staff	ONGOING	
D.	Promote marketability of students through internships, work-based programs, and industry-based certification programs.	Curriculum Administrative Committee Convention Program Committee	ONGOING	
E.	Promote the relevance of business education content for all high school students by emphasizing how business education courses address the educational concerns of business and industry.	Publications Committee NBEA Headquarters Staff	ONGOING	
F.	Share strategies for implementing and assessing a comprehensive business curriculum that supports the <i>National Standards for Business Education</i> , 4 th Edition, at state, regional, and national meetings.	Regional Presidents S/T/P Presidents NABTE President NASBE President	ONGOING	

G. Identify and promote quality models for integration of and collaboration between business education and academic education at state, regional, and national meetings.	Convention Program Committee Regional Presidents S/T/P Presidents State Supervisors	ONGOING	
H. Identify and provide updates on available teacher certification programs including options offered through university credit, Continuing Education Units (CEU), alternative delivery programs, industry-based programs, and online courses to interested members.	NABTE Executive Committee NBEA Executive Director State Supervisors	ONGOING	
I. Promote the use of the National Standards for Business Education 4 th Edition in the licensure/certification process for business teachers.	State Supervisors S/T/P Presidents Convention Program Committee NATBE President	ONGOING	
J. Promote the use of the Business Teacher Education Curriculum Guide and Program Standards, which includes a framework for maintaining effective teacher education programs.	NABTE Executive Board	ONGOING	
K. Promote the teaching of financial literacy within the K-12 schools.	NBEA President NBEA Headquarters Staff State Supervisors	ONGOING	

Category 6: Finance/Auditing

Goal: Maintain a sound financial foundation for NBEA.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop additional strategies for increasing revenue and reducing expenses.	Secretary/Treasurer Finance/Audit Committee NBEA Executive Board NBEA Executive Director	November 2011 – April 2012		
B. Review financial statements.	Executive Committee Secretary/Treasurer Finance/Audit Committee NBEA Executive Director NBEA Executive Board	November 2011- April 2012		
C. Present proposed 2012-2013 budgets for adoption.	Secretary/Treasurer Finance/Audit Committee NBEA Executive Director	April 2012		
D. Monitor and evaluate each region's compliance with the Regional Financial Responsibility Improvement	Finance/Audit Committee NBEA Executive Director	April 2012		

Plan.	NBEA Executive Board		
E. Build equity in Unrestricted Fund Balance equal to one year's gross operating expenses.	Secretary/Treasurer Finance/Audit Committee NBEA Executive Board NBEA Executive Director	ONGOING	
F. Explore alternative funding sources to support NBEA functions.	Finance/Audit Committee NBEA Executive Director NBEA Executive Board	ONGOING	

Category 7: Marketing Business Education

Goal: Develop a marketing plan that recognizes NBEA as the premiere organization representing and supporting education for and about business.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop a marketing plan to brand NBEA as the leading organization for business education. (1.a)	NBEA Executive Committee Marketing Task Force	April 2012		
B. Publicize National Education for Business Month, November 2011, by providing promotional materials to members and S/T/P associations.	NBEA Executive Director	November 2011		
C. Distribute appropriate Policies Commission statements to: <ul style="list-style-type: none"> a. National School Boards Association b. National Association of Secondary School Principals c. Chief state school officers d. Assn. of Supervision and Curriculum Development e. Governors' association f. Association of S/T/P directors of career and technical education g. American Society for Training and Development h. State commissioners of education and/or higher education i. Others as deemed appropriate 	Policies Commission for Business and Economic Education NBEA Executive Director	July 2012		
D. Develop and implement a plan to market NBEA programs and materials to SIEC members in other countries.	NBEA Executive Director ISBE President	August 2012		
E. Promote the use of <i>10 Facts</i> to S/T/P NBEA Presidents and supervisors targeting administrators and counselors.	NBEA President NBEA Executive Director	April 2012		

F. Develop and implement strategies to promote the National Business Honor Society to student organization advisors and business educators nationwide. (1.c)	NBHS Governing Council	July 2011		
G. Attend and participate in the Education for Business Coordinating Council.	NBEA Executive Director		ONGOING	
H. Market the vision and mission statements of NBEA by including them in publications at the national, regional, and S/T/P levels (e.g. newsletters, convention, programs, membership cards, Web 2.0 tools).	NBEA Executive Director NBEA Executive Board S/T/P Executive Boards Technology Committee		ONGOING	
I. Consider a variety of marketing materials that promote business careers, teaching, and NBEA benefits (e.g. newsletters, convention programs, membership cards, Web 2.0 tools)	NBEA Headquarters Staff Foundation for Future of BE Technology Committee		ONGOING	
J. Develop and distribute resources that promote business education and business careers (e.g. newsletters, NBEA conference, convention programs, membership cards, Web 2.0 tools).	NBEA Headquarters Staff Technology Committee		ONGOING	
K. Identify the opportunities to publicize the availability of curriculum materials and National Standards for Business Education, 4 th Edition, to publicize of the following organizations: 1. ACTE- Association for Career & Technical Education 2. Career College Association 3. NASBE- National Association of Supervisors of Business Education 4. National Association of Secondary School Principals 5. American Institute of Certified Public Accountants 6. National Council on Economic Education 7. Association of Small Business Centers 8. AACTE 9. ASCD 10. Regional and S/T/P associations 11. Others as deemed appropriate Goal 3	NBEA Executive Director NBEA President		ONGOING	

L. Promote the benefits of NABTE membership to every college/ university that offers a business teacher education program and is not currently a member of NABTE (e.g., newsletters, convention programs, membership cards, Web 2.0 tools).	NABTE President NBEA Executive Director	ONGOING	
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Category 8: Membership Growth, Development and Revenue Generation

Goal 1: Develop recruitment and retention strategies to increase NBEA membership.

Goal 2: Actively promote positive lines of communication with State/Territory/Province (S/T/P) and regional membership directors.

Goal 3: Expand revenue opportunities.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop strategies to reach new and lapsed members. (1.b)	NBEA Executive Board NBEA Headquarters Regional Membership Directors	July 2011		
B. Develop and implement strategies to increase convention-related revenue (small business training, professional development, new exhibitors, and sponsorships). (1.d)	NBEA Executive Director NBEA President-Elect NBEA Convention & Meetings Director NBEA Convention Program Director	April 2012		
C. Develop a pilot program that has NBEA working closely with the state associations in the Eastern region to strengthen their state associations and their relationship with NBEA as well the services provided to their membership. (3.a)	NBEA President-elect NBEA 2012 Convention Program Director Leadership Development Task Force	July 2012		
D. Modify the improvement plan currently used with the regions and implement it with NBEA divisions. (3.b)	NBEA Past President	April 2012		
E. Establish NBEA membership goals by region and S/T/P.	NBEA Membership Director NBEA President NBEA Executive Director	July 2012		

F. Provide training and resources to help regional membership directors understand and carry out their responsibilities.	NBEA Membership Director Regional Presidents	April 2012		
G. Conduct and assess membership directors' training program at regional conventions.	Regional Presidents Regional Membership Directors	July 2011- June 2012		
H. Monitor and assist progress toward membership goals.	NBEA Membership Director NBEA Executive Director Regional Presidents S/T/P Presidents Regional and S/T/P Membership Directors	July 2011- June 2012		
I. Monitor and evaluate each region's compliance with the Regional Membership Development Improvement Plan.	NBEA President NBEA Executive Director NBEA Membership Director Regional Presidents Regional and S/T/P Membership Directors Membership Committee	April 2011- November 2012		
J. Evaluate standards for selection of S/T/P membership directors to serve on S/T/P boards.	NBEA Membership Director Regional Membership Directors	November 2011		
K. Participate in regional conventions to promote activities and initiatives of NBEA; participate in meetings with S/T/P membership directors to discuss membership strategies.	NBEA President or NBEA President-Elect NBEA Executive Director NBEA Membership Director Regional Membership Directors	NCBEA, 2011 SBEA, 2011 WBEA, 2012 M-PBEA, 2012		
L. Communicate to S/T/P membership directors the need to promote NBEA membership at S/T/P association meetings and at least two additional meetings on an annual basis.	NBEA Membership Director Regional Membership Directors S/T/P Membership Directors	July 2011- June 2012		
M. Encourage state supervisors to promote NBEA membership at any meetings and provide them with camera-ready and electronic copies of NBEA membership form to include in all communications to teachers.	NBEA Membership Director Regional Membership Directors NBEA President NBEA Executive Director	July 2011- June 2012		

N. Recognize at the national convention the S/T/P and regional membership directors who attained 100 percent of their membership goals.	NBEA President NBEA Executive Director NBEA Membership Director	April 2012		
O. Recognize at regional conventions the S/T/P membership directors who attained 100 percent of their membership goals.	Regional Presidents Regional Membership Directors NBEA Membership Director	October 2011- June 2012		
P. Recognize at regional conventions and in publications the S/T/P membership directors who increased their membership by at least five percent.	Regional Presidents S/T/P Presidents Regional Membership Directors NBEA Membership Director	July 2011- June 2012		
Q. Provide camera-ready and electronic copies of NBEA membership form and other news items to S/T/P and regional webmasters and newsletter editors. Encourage them to include the membership form and other news items on website and in each publication sent during the year.	NBEA Membership Director NBEA President NBEA Executive Director Regional Membership Directors NABTE Representative ISBE Representative	July 2011- June 2012		
R. Recruit members from additional markets of teachers who prepare students for the world of business, including but not limited to, business communication, business education, computer technology, marketing, economics, supervision, business partners, and other markets related to business education.	NBEA Headquarters Staff Regional Membership Directors S/T/P Membership Directors	July 2011 June 2012		
S. Conduct an NBEA Executive Board membership renewal campaign.	NBEA Membership Director NBEA Executive Board	November 2011- March 2012		
T. Send membership information to SIEC Conference participants from other countries and encourage them to join NBEA.	NBEA Headquarters Staff	December 2011		
U. Require a report at each NBEA Board Meeting detailing all membership activities completed by ISBE.	ISBE Representative	April 2011 November 2012		

V. Develop and implement strategies to identify and recruit business teachers to achieve membership goals.	NBEA Membership Director Regional Membership Directors S/T/P Membership Directors NBEA President NBEA Executive Director NBEA Headquarters Staff NBEA Executive Board ISBE Executive Board NABTE Executive Board Technology Task Force	ONGOING	
W. Actively promote membership for all S/T/P association officers, board members, and state supervisors	Regional Representative Regional Presidents S/T/P Membership Directors NBEA Membership Director NBEA Executive Director NBEA President NASBE President	ONGOING	
X. Promote membership in NABTE and NBEA to all business teacher education programs	NBEA Executive Director NABTE President	ONGOING	
Y. Promote NABTE associate membership and NBEA membership to two-year postsecondary college faculty who teach business education programs	NBEA Headquarters Staff NABTE President	ONGOING	
Z. Continue to refine plan for recognizing S/T/P membership directors' individual progress toward attainment of goals	NBEA Membership Director Regional Membership Directors NBEA Executive Board	ONGOING	
AA. Communicate standards for selection of S/T/P membership directors to serve on S/T/P boards	NBEA Membership Director Regional Membership Directors S/T/P Presidents	ONGOING	

<p>BB. Publicize the benefits of joining NBEA to new and returning business education teachers through a special mailing, obtaining names of full and part-time teachers from NASBE, departments of education, community colleges, current students and graduates of NABTE institutions, and other institutions and organizations</p>	<p>NBEA Membership Director Regional Presidents S/T/P Presidents S/T/P Membership Directors Regional Membership Directors NABTE Executive Board</p>	<p>ONGOING</p>	
<p>CC. Conduct special mailing to student members encouraging them to become professional members once they have graduated</p>	<p>NBEA Membership Director Regional Membership Directors S/T/P Membership Directors NABTE Executive Board</p>	<p>ONGOING</p>	
<p>DD. Continue membership services such as insurance, financial services, publications, conferences, and cooperative work programs</p>	<p>NBEA Executive Director</p>	<p>ONGOING</p>	
<p>EE. Research additional membership services and products, such as group discounts on products and services, hardware, software, hotels, etc.</p>	<p>NBEA Headquarters Staff</p>	<p>ONGOING</p>	
<p>FF. Continue to target new business education teachers to identify their needs and determine how they can be best met by NBEA services</p>	<p>NABTE Executive Board NBEA President NBEA Headquarters Staff Regional Membership Directors S/T/P Membership Directors</p>	<p>ONGOING</p>	
<p>GG. Enhance the visibility and usage of the national, regional, and state web sites to attract potential members and communicate with current members</p>	<p>NBEA Headquarters Staff Regional Presidents S/T/P Presidents</p>	<p>ONGOING</p>	
<p>HH. Encourage hospitality receptions at S/T/P and regional meetings to promote NBEA membership</p>	<p>Regional Presidents S/T/P Presidents S/T/P Membership Directors Regional Membership Directors</p>	<p>ONGOING</p>	

II. Maintain a secured web site for membership applications, publication orders, and convention registration	NBEA Headquarters Staff	ONGOING		
Category 9: Organizational Collaboration				
Goal 1: Coordinate regional, S/T/P, national, and international activities.				
Goal 2: Establish, maintain, and reinforce positive lines of communication to all regional, S/T/P, and allied business education associations and groups.				
Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop a pilot program that has NBEA working closely with the state associations in the Eastern region to strengthen their state associations and their relationship with NBEA as well the services provided to their membership (3.a).	NBEA President-elect NBEA 2012 Convention Program Director Leadership Development Task Force	June 2012		
B. Modify the improvement plan currently used with the regions and implement it with NBEA divisions. (3.b)	NBEA Past President	April 2012		
C. Clarify the roles, relationships, and responsibilities of NABTE and DPE as NBEA divisions. (3.c)	NBEA Executive Director NBEA Executive Committee NABTE President and President-elect DPE President and President-elect	April 2012		
D. Arrange for time at regional, S/T/P, and allied business education association conventions as well as other business education groups to present NBEA's goals and objectives and to show NBEA's support for and desire to assist the business educators in these groups.	Regional Presidents NBEA President NBEA President-Elect Regional Representatives NBEA Executive Director S/T/P Presidents Allied Association Presidents	NCBEA, 2011 SBEA, 2011 WBEA, 2012 M-PBEA, 2012 Other dates as appropriate		
E. Schedule a meeting with regional NBEA Presidents-elect at the national convention to discuss POW, strategic plan, and any other information necessary to help them understand their responsibilities as regional presidents.	NBEA President-Elect	April 2012		
F. Strengthen the bonds between NBEA and all regional, S/T/P, and other allied business education associations by submitting pertinent news items	NBEA President NBEA Executive Director Regional Presidents Regional	July 2011- June 2012		

	for their newsletters.	Representatives		
G.	Initiate discussion with the U.S. Chapter of ISBE Executive Board and other U.S. representatives on the SIEC Executive Committee to identify ways to support and help strengthen the SIEC organization.	NBEA President NBEA Executive Director ISBE President	July 2011- June 2012	
H.	Invite ISBE President to publicize ISBE at national and regional conventions.	NBEA President ISBE President NBEA Executive Director Regional Presidents	July 2011- June 2012	
I.	Encourage NBEA Executive Board members to join ISBE.	ISBE President NBEA President NBEA Executive Director	November 2011	
J.	Pursue efforts toward an affiliation by meeting with the DPE Executive Director and DPE Executive Board.	NBEA Executive Director NBEA Executive Board NABTE President DPE Executive Board DPE Executive Director	July 2012	
K.	Send names and addresses of S/T/P Presidents and Presidents-Elect to NBEA Headquarters and update as needed.	S/T/P Presidents Regional Presidents	July 2011- June 2012	
L.	Assist regions and S/T/Ps in developing a plan for identifying groups that include business educators (such as business education advisory groups, career, and technical education groups, and academic senates) for the purpose of encouraging membership	NBEA President–Elect NBEA President NBEA Executive Board Regional Presidents S/T/P Presidents	ONGOING	
M.	Pursue ways and means to assist NABTE in its role of strengthening business teacher education, including the NATBE meetings at the national convention	NBEA President NABTE President	ONGOING	
N.	Promote NABTE Association membership	NABTE Executive Committee	ONGOING	
O.	Invite NABTE to publicize its activities through national and regional conventions and publications	NBEA President NBEA Executive Director Regional Presidents	ONGOING	
P.	Promote NABTE's role in research by providing support of activities whenever possible	NBEA President NBEA Executive Board NBEA President	ONGOING	
Q.	Continue collaborative efforts among NBEA, NASBE, ACTE/Business Education Division, DPE and student organizations	NBEA President NBEA Executive Director NBEA Executive Board	ONGOING	

R. Encourage business teachers to partner with businesses and develop internships	NBEA President NBEA Executive Director S/T/P Presidents NBEA Executive Board	ONGOING	
S. Send news releases spotlighting individual actions items to S/T/P business education supervisors, S/T/P and regional executive board members, and S/T/P and regional newsletter editors	NBEA President NBEA Executive Director	ONGOING	
T. Continue to monitor and improve the communications flow to and from national, regional, and S/T/P associations	Executive Committee Regional Presidents Regional Representative NABTE President ISBE President	ONGOING	
U. Discuss business education issues at the regional level	Regional Presidents	ONGOING	
V. Keep regional and S/T/P association web sites up-to-date	Regional Presidents S/T/P Presidents	ONGOING	
W. Maintain current and develop new relationships with groups working in the area of entrepreneurship (i.e., Small Business Administration, Association for Career and Technical Education, Association of Small Business Development Centers, Collegiate Entrepreneurs' Organization, etc.)	NBEA Executive Director Joint Committee on Economic Education	ONGOING	
X. Maintain current and develop new relationships with groups working in international business	NBEA President NBEA Executive Director ISBE President	ONGOING	
Y. Maintain current and develop new relationships with groups working in economic education (i.e., Securities Industry Foundation for Economic Education, National Council on Economic Education, Junior Achievement, etc.)	NBEA President NBEA Executive Director Joint Committee on Economic Education	ONGOING	
Z. Develop and maintain relationships with accrediting agencies (e.g., ACBSP, AACSB-International, and NCATE)	NABTE President NBEA Executive Director	ONGOING	
AA. Develop and maintain relationships with groups working in specialized areas in business education (i.e., ABC, ARMA, American Accounting Association, Computer Science Teachers Association, and other technology-related organizations, etc.)	NBEA President NBEA Executive Director	ONGOING	

BB. Work with S/T/P Presidents-elect in replicating the Program of Work concept utilized by the regional and national Executive Boards	NBEA Executive Board Regional Executive Board	ONGOING	
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Category 10: Professional Development and Leadership

Goal: Provide professional development and leadership opportunities for NBEA members.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Develop instructional strategies and activities to meet the continuing professional development needs of business educators using a variety of delivery venues. (2.a)	NABTE Executive Committee	July 2011		
B. Use the NBEA website as a portal for professional development in business education. (2.c)	Technology Committee	June 2012		
C. Update existing leadership development materials published by NBEA and plan future leadership development activities. (4.a)	Leadership Development Task Force	April 2012		
D. Develop strategies (i.e., concurrent sessions, focus groups) and venues (i.e., national convention, regional conferences) for identifying potential leaders in business education. (4.b)	Leadership Development Task Force	April 2012		
E. Develop and implement a follow-up procedure for distributing information on identified potential leaders to regional and S/T/P associations. (4.c)	Leadership Development Task Force	June 2012		
F. Institute a Leadership Identification Development Program by offering a concurrent session on leadership development and providing follow up with participants at the national, regional, and S/T/P levels.	Leadership Development Task Force	April 2012		
G. Conduct executive board training at the national, regional, and S/T/P levels.	Past NBEA President Regional Presidents Regional Representatives S/T/P Presidents	July 2011- June 2012		
H. Conduct and assess the S/T/P NBEA President-Elect Training Program at the national convention.	Convention Program Committee NBEA Headquarters Staff	April 2012 – May 2012		

I.	Recognize S/T/P Presidents attending the national convention.	NBEA President NBEA Executive Director	April 2012		
J.	Provide NBEA representation at all regional and S/T/P association conventions.	NBEA President NBEA Executive Board NBEA Executive Director Regional Presidents Regional Membership Directors S/T/P Membership Directors	July 2011- June 2012		
K.	Conduct professional development seminars at regional and S/T/P conventions.	NBEA President Regional Presidents S/T/P Officers	June 2011- June 2012		
L.	Establish a tier of leadership levels to introduce members to leadership opportunities.	Leadership Development Task Force	April 2012		
M.	Encourage regional and S/T/P program committees to schedule sessions addressing leadership and involvement opportunities within the S/T/Ps, regions, and NBEA. (5.C)	S/T/P Program Committees Regional Program Committees Convention Program Committee	July 2011- June 2012		
N.	Participate in regional conventions to promote activities and initiatives of NBEA; participate in meetings with S/T/P membership directors to discuss membership strategies.	NBEA President NBEA President-Elect Regional Presidents S/T/P Presidents NBEA Membership Director	June 2012		
O.	Schedule convention program sessions on innovative teaching techniques and best practices.	NBEA Convention Program Committee Regional Conventions Program Committees S/T/P Conference Program Committees	April 2012		
P.	Modify executive board training program as needed	NBEA Past President		ONGOING	
Q.	Identify and invite identified potential leaders and student members to participate in leadership development programs and receptions and social functions with current leaders serving the national, regional, and S/T/P levels	NBEA President Regional Presidents S/T/P Presidents		ONGOING	
R.	Encourage implementation of mentoring at the regional and S/T/P levels	NBEA Executive Director NBEA President Regional Presidents S/T/P Presidents		ONGOING	
S.	Include a section at the end of the NBEA Board reports highlighting additional accomplishments and	Regional Presidents NABTE President ISBE President		ONGOING	

challenges/issues			
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T.	eature articles the encourage leadership and professionalism and that highlight a business educator whose program and students benefited from his/her involvement	Publications Committee Regional Newsletter Editors S/T/P Newsletter Editors NBEA Headquarters Staff	ONGOING	
U.	romote the availability of the “Academy for Leadership Excellence” in business education via publications and web site	NBEA President Regional Presidents Regional Representatives	ONGOING	
V.	einforce the importance of personal commitment and follow through in all volunteer positions at all executive board meetings and in communications with members (e.g., committee assignments, board meetings, leadership training programs, convention programs, publications, mentoring)	NBEA Executive Board Regional Executive Board S/T/P Boards	ONGOING	
W.	onduct NBEA-sponsored professional development workshops at various locations as requested	NBEA Headquarters Staff State Supervisors	ONGOING	
X.	nteract at regional and S/T/P conferences with business educators with less than five years’ experience who would recommend strategies for encouraging involvement and professionalism	NBEA President Regional President	ONGOING	
Y.	ctively promote the use of the NBEA website for posting teaching positions in business education	NBEA Headquarters Staff	ONGOING	
Z.	Encourage state leadership to select sites for state conferences and other professional development activities that will attract attendees (e.g., sites that are accessible and appealing)	S/T/P Presidents S/T/P Conferences Program Committees Site Selection Committees	ONGOING	

Category 11: Publications

Goal: Provide business educators with informative, pertinent, professional, and state-of-the-art information through professional publications.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Publish <i>Business Education Forum</i> (4 issues) and <i>NBEA Yearbook</i> .	Publications Committee Publications Staff	October 2011- May 2012		

B. Publish <i>Keying In</i> four times a year.	Publications Committee Publications Staff	October 2011- June 2012		
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C. Publish articles that focus on research, writing, securing and implementing grants for curriculum development, classroom equipment, and professional development.	Publications Committee <i>Forum</i> Editors Publications Staff	April 2012		
D. Publish linkages to state department web sites for the purpose of facilitating business educators' access to state curriculum resources.	NBEA Headquarters Staff NASBE	April 2012		
E. Continue to publish business classroom strategies and activities that coordinate with the National Standards for Business Education, 4 th Edition	Publications Committee Publications Staff	ONGOING		
F. Review content guidelines and content of publications and improve the publication process	Publications Committee Publications Staff NBEA Executive Director NBEA President Curriculum Administrative Committee NBEA Executive Board	ONGOING		
G. Assess the effectiveness of Business Education Forum, NBEA Yearbook, and Keying in.	Publications Committee NBEA Executive Director NBEA Executive Board Publications Staff	ONGOING		
H. Evaluate and expand, as feasible, NBEA's special publications	Publications Committee Publications Staff	ONGOING		
I. Solicit Articles featuring the integration of problem-solving and analytical thinking into business courses	Publications Committee Publications Staff	ONGOING		
J. Publish a summary of NBEA Executive Board actions in the Business Education Forum	NBEA Executive Director	ONGOING		
K. Solicit articles on teaching strategies that address diverse populations, alternative scheduling, alternative delivery, etc.	Publications Committee Forum Editors Curriculum Administrative Committee	ONGOING		
L. Solicit a series of articles for publication in the Business Education Forum that addresses technology as a teaching tool	NBEA Headquarters Staff Forum Editors Publications Committee	ONGOING		

Category 12: Research Projects

Goal: Support research-based programs to assist business educators in carrying out projects and research at all levels.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Identify, conduct and promote relevant and substantive research in business education. (2.e)	NABTE and DPE Executive Boards	June 2012		
B. Develop a plan to analyze the impact of online instruction on	NABTE Executive Board	April 2012		

business education. 2.f)				
C. Continue to assess the effectiveness of the NBEA/NABTE Foundation.	Executive Committee NABTE Executive Committee	June 2012		
D. Encourage NABTE, ISBE, DPE, institutions, and individual members to conduct quality research on the topics identified by the Research Task Force	NABTE Research Task Force	ONGOING		

Category 13: Strategic Planning

Goal: Update and continue implementation of the strategic plan to guide NBEA.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Conduct Strategic Planning Committee at NBEA Headquarters prior to the Executive Committee planning meeting.	Strategic Planning Committee Chair NBEA President NBEA Executive Director	August 2011		
B. Review/revise as appropriate the one-year strategic plan to ensure that it reflects a document that guides NBEA into the future.	Strategic Planning Committee Executive Committee NBEA Executive Director	November 2011		
C. Present proposed strategic plan to the NBEA Executive Board at the fall board meeting.	NBEA President-Elect	November 2011		
D. Incorporate appropriate regional items of the NBEA Strategic Plan into the regional strategic plans.	Regional Presidents	December 2011		
E. Inform NBEA members of the major goals of the approved Strategic Plan through national, regional, and S/T/P publications.	NBEA President NBEA Executive Board NBEA Executive Director Regional and S/T/P Executive Boards	August 2012		
F. Review and discuss annually regional and national strategic plans to ensure coordination of major initiatives.	NBEA President Regional Presidents	April 2012		
G. Implement actions of the Strategic Plan	NBEA Executive Board	ONGOING		

Category 14: Teacher Preparation

Goal: Develop strategies promoting business teacher education.

A. Develop instructional strategies and activities to meet the continuing professional development needs of business educators using a variety of delivery venues. (2.a).	NABTE Executive Committee	July 2011		
B. Revise and update the NBEA online business education methods course.	NBEA Headquarters Staff Online Methods Course Group	January 2012		

C. Increase the role of community colleges in the preparation of business teachers by encouraging the establishment of articulation between two- and four-year colleges.	NABTE Executive Committee	April 2012		
D. Promote the use of the revised <i>Business Education Curriculum Guide and Program Standards</i> to business teacher education programs in non-NABTE institutions.	NABTE	July 2011- June 2012		
E. Identify areas of instruction needed for continuing professional development for educators and develop courses to meet identified needs (classroom management, assessment, teaching with technology, diverse classrooms, content areas) using a variety of venues.	NABTE Executive Board	June 2012		
F. Investigate current online teacher preparation courses offered by NABTE institutions to identify opportunities for professional development.	NABTE Executive Board	July 2011		
G. Publicize opportunities for careers in business education by publishing materials in the Forum and other content specific journals (i.e., accounting management, etc.)	NABTE Executive Committee Publications Committee		ONGOING	
H. Distribute the "Business of Teaching" materials	NBEA Headquarters Staff		ONGOING	
I. Encourage educational institutions at the secondary and postsecondary levels to use the "Business of Teaching Kit" in the recruitment of teacher education candidates	NABTE Executive Committee NABTE Institutions		ONGOING	
J. Encourage Business majors to consider the option of business teaching	NABTE Executive Committee		ONGOING	
K. Plan for additional online professional education courses (i.e., certification and in-service course)	NBEA Headquarters Staff Technology Task Force NBEA Executive Board NABTE Executive Board		ONGOING	

L. Promote and monitor the Business Teach Education Curriculum Guide and Program Standards	Business Teacher Education Curriculum Committee	ONGOING	
M. Identify and communicate with alternative business teacher education program to provide an awareness of resources available through business education professional associations	NBEA Officers NABTE Officers S/T/P Officers	ONGOING	
N. Assess the effectiveness of the business teacher education symposium and implement recommendations	NBEA Executive Director NABTE President NABTE President-Elect Business Teacher Education Summit Organizing Committee	ONGOING	
O. Develop strategies that may be used by business educators to maintain and expand business education teacher preparations programs at the graduate level	NABTE Executive Committee	ONGOING	

Category 15: Technology

Goal 1: Integrate technology in delivering member services.

Action	Person(s) Responsible	Completion Date	Completed Yes/No	Report Submitted Yes/No/NA
A. Use the NBEA website as a portal for professional development in business education. (2.c)	Technology Committee	June 2012		
B. Utilize Web 2.0 tools to provide on-line training and professional development opportunities	NBEA Headquarters Technology Committee	ONGOING		
C. Develop NBEA Technology Strategic Plan	Technology Committee NBEA Executive Director NBEA President	ONGOING		
D. Conduct NBEA sponsored professional development webinars (3.B)	NBEA Headquarters Technology Committee	ONGOING		
E. Utilize Web 2.0 tools to enhance communications and provide information (3.B)	NBEA Headquarters Technology Committee	ONGOING		

ABBREVIATIONS USED IN THE PROGRAM OF WORK

AACSB	Association for the Advancement of Collegiate Schools of Business
ABC	Association for Business Communication
ACBSP	Association of Collegiate Business Schools and Programs
ACTE	Association for Career and Technical Education
AICPA	American Institute of Certified Public Accountants
AP	Advanced Placement
ARMA	Association of Records Managers and Administrators
CTE	Career and Technical Education
DPE	Delta Pi Epsilon
EBEA	Eastern Business Education Association
IRS	Internal Revenue Service
ISBE	International Society for Business Education
M-PBEA	Mountain-Plains Business Education Association
NABTE	National Association for Business Teacher Education
NASBE	National Association of State Supervisors for Business Education
NBEA	National Business Education Association
NCATE	National Council for Accreditation of Teacher Education
NCBEA	North Central Business Education Association
POW	Program of Work
S/T/P	State/Territory/Province
SBEA	Southern Business Education Association
SIEC	Societe Internationale pour l'Enseignement Commerciale
WBEA	Western Business Education Association