

**NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING**

**Level 3, Plaza I
JW Marriott Hotel
Los Angeles, CA**

**MINUTES (Unapproved)
April 15, 2014**

Members Present	Members Absent
Maurice S. Henderson, President	Matthew White, Newsletter Editor
Cathy Carruthers, President-Elect arrived at 8:19 p.m.	
Sue Elwood, Immediate Past-President	Mary Deloe, Ohio Membership Director
Colleen L. B. Webb, Secretary	
Stella Hull, Treasurer	Vacant--Regional Membership Director
Debbie Stanislawski, NCBEA Director on the NBEA Board	Karen Williamson, Minnesota Membership Director
Kathy Mountjoy, Illinois Membership Director	H. Roger Falk, ISBE Representative (ISBE Board Meeting)
Jason Hendrickson, Indiana Membership Director	Vacant Webmaster
Rhonda Schmaltz, Iowa Membership Director	
Larry Pagel, Michigan Membership Director	
John DeWeese, Missouri Membership Director	
Tina Trumbower, Wisconsin Membership Director	

Call to Order – Maurice S. Henderson

President Maurice S. Henderson called the Administrative Board meeting to order at 7:37 p.m.

Welcome and Introductions – Maurice S. Henderson

Each Board member introduced themselves and told us where we worked and what we do.

Remarks by Special Guests – Maurice S. Henderson

Ex-officio members Janet Treichel, NBEA Executive Director and Marlene Stout, NBEA President arrived at 9:15 p.m.

Appointment of Parliamentarian – Maurice S. Henderson

- Larry Pagel was appointed as Parliamentarian for this meeting.

Roll Call – Colleen L. B. Webb

A quorum was present all with full voting rights.

Approval of Minutes – Maurice S. Henderson

The minutes of the January Administrative Board meeting were approved as distributed.

Treasurer's Report – Stella Hull
See Appendix A

EXECUTIVE OFFICERS' REPORTS

President – Maurice S. Henderson
See Appendix B

Secretary – Colleen L. B. Webb
See Appendix C

Comment [CLW1]: Was not on the agenda, was not asked in the meeting---delete if you want.

President-Elect – Cathy Carruthers
No written report posted.

Past-President – Sue Elwood
See Appendix D

OTHER OFFICERS' REPORTS

NCBEA Director to the NBEA Board – Debbie Stanislowski

No written report posted, oral report Oral report given.
Celebrate:

- National Bus Honor Society 115 chapters to date
- 2015-16 President-Elect is Robert Blair
- Website is in-progress...deciding on what the website should look like
- Work hard to keep our website up to date
- Future NBEA Convention Locations
 - 2015 Chicago
 - 2016 Las Vegas
 - 2017 Chicago
 - 2018 (possible locations are DC, Baltimore, Atlanta)
 - 2019 Chicago
- Leadership, Advocacy, Membership are Regional focus points from the SWOT Analysis
- Initiatives of the NBEA Program of Work with trickle down to NCBEA

Treasurers Report – Stella Hull
See Appendix A

ISBE Representative – H. Roger Falk
No written report posted

Newsletter Editor – Matthew White
No written report posted

Webmaster Report – Sue Elwood
See Appendix E
Student Representative –

Position vacant—no report posted

STATE MEMBERSHIP DIRECTOR REPORTS

Illinois – Kathy Mountjoy

No written report posted

Indiana – Jason Hendrickson

See Appendix F

State Report for: IN

Reported by: Jason Hendrickson

Date of Meeting Report Being Presented: April 15, 2014

Current Membership Number for State Association: 12

Current NBEA Membership for State: 87 (Feb 2014)

Web Site Address: www.ind-ibea.org

List State Officers & Dates of Term (Please attach a board directory for your state association): Currently updating as we have new board members being added.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.:

Fall Conference attendance: 157

Other activities that have occurred since the last board meeting:

March 7, 2014 was the IBEA Region 5 Spring Workshop which had 30 attendees present. Guests included tour of Vincennes University and of the Toyota Plant.

March 28, 2014 five business teachers toured the local Indianapolis Airport and control tower. The tour included behind the scenes in baggage and security operations.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

Any activities that you personally have been involved in to promote your state, regional, or national association?

I have sent out an email blast to my lapse members with very little return. Information was sent about NBEA membership to our state association PR officer who puts our newsletters together for our state association.

Working on some creative ways to drum up new members and renewals; I am hoping to really come up with something catchy.

Iowa – Rhonda Schmaltz

No written report posted

Michigan – Larry Pagel

No written report posted

Minnesota – Karen Williamson

No written report posted

Missouri – John DeWeese

See Appendix G

STANDING COMMITTEE REPORTS

Awards – John DeWeese

No written report submitted

- Larry Pagel will now serve in this position for one year.
- Awards information is all posted on the website.
- All applications are being routed to Larry Pagel.
- The plaques will be made by the current vender in Iowa.

By-Laws – Sue Elwood

No written report submitted

Budget – Stella Hull

No Written report submitted

Legislative – Colleen Webb

See Appendix H

Legislative Committee Report

April, 2014

Since the July, 2013 Administrative Board Meeting I have completed the following tasks:

- Been in contact with Julie Ewart, on Legislative happenings in our region
- Been in contact with DeLayne Havlovic on Legislative happenings
- Submitted the NCBEA Legislative Report to DeLayne Havlovic
- Been in contact with the member states to get Legislative updates with the help of Cathy Carruthers
- Drafted a newsletter to be sent to member states but decided to wait until the NBEA Legislative sessions to gather more information target date of mailing May 1
- Read as much information on legislative happenings in our region as I could find

Respectfully submitted,

Colleen L. B. Webb
NCBEA Legislative Chair

Marketing/Linkages – Tina Trumbower

No written report submitted

- See Stella's Report for details
- Put a line on the registration forms for the State Conference to boost sales

Membership – Cathy Carruthers

No written report submitted

- NBEA Membership Report, February 28, 2014 paper copy received

Nominating – Sue Elwood

No written report submitted

- No luck with seeking a President-Elect, Regional Membership Director, and Webmaster
- A student representative is in the works
- Matt will stay on as Newsletter Director
- Tina will stay on for WI
- John DeWeese will get information to Sue Elwood from Missouri Membership Director

Program of Work (2013-14) – Maurice S. Henderson

See

Publications – Matthew White

- Nothing has been produced to date this year
- There will be a Post-NBEA Convention issue
- Matthew White will stay on in Publications

Strategic Plan – Maurice S. Henderson

Website – Sue Elwood

- Our Website will be going to Word Press
- Templates need to be ordered at a cost of \$80, pages are free
- The domain name and hosting fee has gone up

MOTION made by Debbie Stanislawski, *move to reimburse Sue Elwood for the website hosting expenses and website design not to exceed \$250*, Seconded by Larry Pagel, **Motion Passed**

NEW BUSINESS

MOTION made by Larry Pagel, *move to hold the 2014 NCBEA June Workshop*,
Seconded by Colleen Webb, **Motion Passed**

Conference Call Action Dates

Budget 2014-2015

2014-2015 Strategic Plan of Work

ANNOUNCEMENTS –

Recognition of those leaving the Board were presented with a Certificate of Recognition

- H. Roger Fulk
- Tina Trumbower
- John DeWeese
- Cathy Carruthers

ADJOURNMENT

The meeting was adjourned by President Maurice S. Henderson at 10:33 p.m.

Respectfully submitted,

Colleen L. B. Webb

Colleen L. B. Webb, Secretary
North Central Business Education Association

Appendix A

North Central Business Education Association

Treasurer's Report

March 31, 2014

The learning curve is lessening its slope as I approach the end of the 2013-2014 fiscal year. I am able to look through some of the situations we face and not panic. We are definitely in need of a cash infusion. We started the fiscal year with a balance of \$15,770.64. It is steadily dwindling and as our membership goes down, our financial base drops as well. The Toolkits special project gave us a little steam (approx. \$422) and fundraisers have been fairly good (\$460+), but more is needed to keep us going. This brings us to the summer workshop to be held in Indiana in June. We have already disbursed \$551.06 which was not included in that budget. Further discussion is warranted.

We received the NBEA Professional Development Stipend contribution from seven states in 2013-14. There is still \$100 extra left in the account from 2010-11. Part of our funds (\$845) is earmarked for the NCBEA Professional Development Stipend. This conference will likely bring the available balance down to about \$12,000.

The income/expense report for 2013-2014 to date is shown below.

**July 1, 2013 to March 31, 2014
Income and Expense Report**

Beginning balance July 1, 2013	\$15,770.64
Income to March 31, 2014	<u>4,329.88</u>
Available funds	\$20,100.52
Expenses to March 31, 2014	<u>5,141.51</u>
Ending balance, March 31, 2014	\$14,959.01

Respectfully submitted,
STELLA HULL
Stella Hull
NCBEA Treasurer

Appendix B

**North Central Business Education Association
Report of the President
Maurice S. Henderson
April 15, 2014**

While serving as 2013-2014 NCBEA President-elect the following items have been completed since our previous meeting:

- Communicated with Jason Hendrickson regarding the 2014 NCBEA Summer Workshop

- Arranged printing of the NCBEA Summer Workshop save-the-date postcard and sent the postcards to Margaret Erthal, workshop co-chairman
- Communicated with John Dawson regarding his position as NCBEA Webmaster; received a letter of resignation from John
- Reached out to Mary Deloe regarding her position as the Ohio Membership Director
- Communicated with Sue Elwood regarding the NCBEA website and facilitated the process of beginning the development of a new website on WordPress
- Communicated with Sue Elwood regarding the NCBEA officer nominations
- Prepared the NCBEA President's Report for distribution to the NBEA Executive Board
- Communicated with John Dewese regarding the awards nominations applications
- Appointed Larry Pagel as vice chairman of the Awards Committee for the remainder of the 2013-2014 school year
- Communicated with Matt White regarding the status of the NCBEA newsletter

Maurice S. Henderson
NCBEA President

Secretary – Colleen L. B. Webb
Appendix C

Comment [CLW2]: Was not on the agenda, was not asked in the meeting---delete if you want.

Since July 23, 2013, I have performed the following duties as Secretary of NCBEA:

- Traveled to Iowa and participated in the joint IBEA/NCBEA/IACTE conference July 22-24, 2013
- Conducted a break-out session at the IBEA/NCXBEO/IACTE conference
- Attended and recorded minutes in the NCBEA Board Meeting and General Meeting on July 22, July 24, 2013 and distributed those minutes for approval
- Participated in and recorded minutes in a telephone meeting on November 24, 2013, and distributed those minutes for approval
- Participated in the planning of the 2014 NCBEA Summer event in Indianapolis with Margaret Erthal, Stella Hull, and Jason Hendrickson
- Prepared the "Save the Date" card for Margaret Erthal for the 2014 Indianapolis meeting
- Promoted membership in NBEA/NCBEA at all meetings in MI
- Contacted all member states for updates in Legislative action
- Responded to numerous NCBEA email and telephone communications

Respectfully submitted,

Colleen L. B. Webb, Secretary
North Central Business Education Association

Past-President – Sue Elwood
Appendix D

**NCBEA SPRING PAST PRESIDENT ADMINISTRATIVE BOARD
REPORT**

Sue Elwood
April 15, 2014 – JW Marriott Los Angeles L.A. LIVE

Administration Tasks

- Continued creating a Past President's notebook

NCBEA Conference Past President's Gathering and First-Time Attendee Stipend

- Updated past president information chart
- Sent e-mail correspondence to NCBEA past presidents inviting them to the NCBEA past president's gathering to be held at the NBEA conference on Thursday, April 17—1:30 p.m. – 2:30 p.m. in Room Olympic 1 at the JW Marriott Los Angeles L.A. LIVE.
- Compiled information on NCBEA First-Time Attendee stipend, the past-presidents current fund balance, and number and range of recent donations to share at past-presidents gathering. Will request further donations.
- Compiled information provided by Janet M. Treichel, NBEA Executive Director regarding cost to update the NCBEA Past President's Plaque at NBEA Headquarters.
- Compiled messages sent by past presidents unable to attend to share at the gathering

Nomination Duties

- Created and posted formal nomination forms for the NCBEA board positions on the NCBEA Website. Contacted state membership directors and nominating committee members requesting nominations.
- Contacted individuals asking if I could nominate them for an open position or to fill one of the vacated positions.
- Contacted NABTE member colleges and universities to solicit nominations for the NCBEA board Student Representative position
- Inquired whether Matt White, would be willing to continue serving on the board as newsletter editor.
- Learned that NCBEA region new state representatives to be Wisconsin - Tina Trumbower and Missouri – to be determined.

Webmaster Report—Sue Elwood
Appendix E

NCBEA SPRING WEBMASTER ADMINISTRATIVE BOARD REPORT
Sue Elwood

April 15, 2014 – JW Marriott Los Angeles L.A. LIVE

Since our last board meeting in Indianapolis:

- Kept in contact with President Maurice Henderson, President-elect Cathy Carruthers and Newsletter Editor Matt White on a regular basis regarding items for the Webpage
- Posted 2013 NCBEA award winners

- Determined that NCBEA will be moving to WordPress Contact Management System and set up a site structure
- Need approval to purchase Word Press Templates (approximately \$80)
- Added any revised forms (NCBEA stipend, officer nomination and awards forms)
- Added the latest meeting minutes and newsletters
- Posted the NBEA Convention information and save the date NCBEA Summer Workshop information
- Updated NCBEA and regional state convention dates
- Renewed Domain Names/Hosting Services - \$140.10 for two years. Expires 3/13/2016
- Reminder: Send Website updates to Sue Elwood at rselwood@mchsi.com

Indiana – Jason Hendrickson

Appendix F

State Report for: IN

Reported by: Jason Hendrickson

Date of Meeting Report Being Presented: April 15, 2014

Current Membership Number for State Association: 12

Current NBEA Membership for State: 87 (Feb 2014)

Web Site Address: www.ind-ibea.org

List State Officers & Dates of Term (Please attach a board directory for your state association): Currently updating as we have new board members being added.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.:

Fall Conference attendance: 157

Other activities that have occurred since the last board meeting:

March 7, 2014 was the IBEA Region 5 Spring Workshop which had 30 attendees present. Guests included tour of Vincennes University and of the Toyota Plant.

March 28, 2014 five business teachers toured the local Indianapolis Airport and control tower. The tour included behind the scenes in baggage and security operations.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

Any activities that you personally have been involved in to promote your state, regional, or national association?

I have sent out an email blast to my lapse members with very little return. Information was sent about NBEA membership to our state association PR officer who puts our newsletters together for our state association.

Working on some creative ways to drum up new members and renewals; I am hoping to really come up with something catchy.

Missouri – John DeWeese
See Appendix G

State Report for: MO

Reported by: John DeWeese

Date of Meeting Report Being Presented: April 15, 2014

Current Membership Number for State Association: 330

Current NBEA Membership for State: 185 (Feb 2014)

List State Officers & Dates of Term (Please attach a board directory for your state association): Please see attached Board Directory.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.:

Please see attached Program of Work for information.

Summer Conf attendance: 231

Fall Conf attendance: 91

Other activities that have occurred since the last board meeting

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

Any activities that you personally have been involved in to promote your state, regional, or national association?

So far this year I have sent out 46 emails to active and lapsed members as well as new business teachers using the Missouri Business Ed Listserv which has 1170 subscribers. My emails promote NBEA with information about services they provide, conferences they offer, and many other types of promotional information.

I also emailed each lapsed member to inform them to pay their dues since their membership had expired.

At both our Summer and Fall conferences, I have had a booth set up close to our Marketing Linkage and registration tables. My booth has registration cards, NBEA informational pamphlets, copies of our publication, and much more. Also at these conferences I have spoken at the opening session, and handed out a prize for anyone that signed up for NBEA during the conference at closing session.

Ohio – Mary Deloe

No written report posted


Wisconsin – Tina Trumbower

State Report For: Wisconsin

Reported by: Tina Trumbower


Web Site Address: <http://wbeaonline.org/>

List State Officers & Dates of Term

<p>President Rebecca Ackermann & Jen Bishop Term Expires 10/31/13 Co-Chair, Officer/Budget Committee</p>	 	<p>Rebecca Ackermann Xavier High School 101 E. Northland Ave Appleton, WI 54911 920-733-6632 Ext. 6122 backermann@xaviercatholicschools.org</p> <p>Jen Bishop Omro High School 455 Fox Trail Omro, WI 54936 920-685-7405 jbish@omro.k12.wi.us</p>
---	---	---

Comment [CLW3]: Does all this need to be included?

President Elect		
Secretary Becky Bushman Term Expires		UW-Stout Bushmanr5457@my.uwstout.edu
Chief Information Officer Josh Fircens Term Expires 10/31/2016 Chair, Membership Committee		Monroe High School 1600 26th Street Monroe, WI 53566 JoshuaFircens@gmail.com
Treasurer Allison Holtzer Term Expires 10/31/14 Co- Chair, Officer/Budget Committee		Brookfield East High School 3305 North Lilly Road Brookfield, WI 53005 262-781-3500 ext. 2601 holtzera@elmbrookschoools.org
WBE Journal Editor Michelle McGlynn Term Expires 10/31/12		Waubesa Community High School 301 Community Drive Waubesa, WI 5397 608-849-2130 mmcglynn@waubesa.k12.wi.us
Past President		
Marketing Director Kurt Wismer Term Expires 10/31/13		Shiocton High School N5650 Broad St Shiocton, WI 54170
WBE Journal Research Editor Debbie Stanislawski Term Expires 10/31/14		University of Wisconsin-Stout 267 Heritage Hall Menomonie, WI 54751 stanislawskid@uwstout.edu

Webmaster Katie Grassel Term Expires 10/31/14		Seymour Community High School 10 Circle Drive Seymour, WI 54165 920-833-2306 ext. 413 kgrassel@seymour.k12.wi.us
Legislative Network Coordinator Term Expires 10/31/13		
Convention Coordinator Mike Carpenter Term Expires 10/31/16		Sauk Prairie School District 213 Maple Street Sauk City, WI 53583 michael.carpenter@saukprairieschools.net

Fall Convention: October 16-17 in Eau Claire Wi

Update Since January Virtual Meeting:
 Status Quo

- Membership down and fighting against other conferences
- Trying to reinvent ourselves by rebranding, holding monthly webinars, changing the website

Legislative – Colleen Webb
Appendix H

Legislative Committee Report
 April, 2014

Since the July, 2013 Administrative Board Meeting I have completed the following tasks:

- Been in contact with Julie Ewart, on Legislative happenings in our region
- Been in contact with DeLayne Havlovic on Legislative happenings
- Submitted the NCBEA Legislative Report to DeLayne Havlovic
- Been in contact with the member states to get Legislative updates with the help of Cathy Carruthers
- Drafted a newsletter to be sent to member states but decided to wait until the NBEA Legislative sessions to gather more information target date of mailing May 1
- Read as much information on legislative happenings in our region as I could find

Respectfully submitted,

Colleen L. B. Webb
NCBEA Legislative Chair

Appendix I

NCBEA
Program of Work
2013-2014

North Central Business Education Association

*A Regional Division of The
National Business Education Association
1914 Association Drive
Reston, VA 20191-1596*

November 2013

TABLE OF CONTENTS

Category 1: Administration

Category 2: Membership and Membership Services

Category 3: Marketing and Promoting Business Education

Category 4: Professional Development and Leadership

Category 5: Strategic Planning

Category 6: Regional, State, Territory, Province (S/T/P), and Allied Business Education Organizations and Groups

Category 7: Finance

Category 8: Business Education Advocacy

Category 9: Curriculum and Methodology

Category 10: Publications

Category 11: Awards and Recognition

Category 12: Annual Convention

Category 13: Legislation

Category 14: Teacher Recruitment and Preparation

Category 1: Administration				
Goal: Manage NCBEA operations effectively and efficiently				
Action	Person(s) Responsible	Completion Date and Completed Y/N		
A	Prepare & present electronically the preliminary 2014-2015 Program of Work (POW) to the Executive Board	President-Elect POW Committee	April 2014	Completed
B	Once adopted, post the Program of Work on the NCBEA website.	President Webmaster		
C	Schedule appropriate NCBEA Administrative Board meetings to carry out the business of NCBEA	President	Summer/Fall 2014 Spring 2014 Online as needed	
D	Acquaint members of the Administrative Board with their duties/responsibilities	President Administrative Board	Summer/Fall 2014 Spring 2014	Ongoing
E	Acquaint committee chairpersons with their duties/responsibilities	President Committee Chairs	Summer/Fall 2014 Spring 2014	Ongoing
F	Prepare reports for fall and spring meetings from Executive Board members, including challenges, accomplishments, and issues at the end, and send to webmaster.	Executive Board	Fall 2013 Spring 2014	presented on google.docs
G	Require all committees to submit written and oral reports to the Administrative Board regarding the status of their work.	President Committee Chairs	Fall 2013 Spring 2014	presented on google.docs
H	Prepare and submit to the Administrative Board a written Program of Work	Program of Work Committee	Spring 2014	Submitted Electronically via Google Docs
I	Monitor committee progress and recommend revision of committee membership when appropriate	President	Fall 2013 Spring 2014	
J	Plan agenda for Administrative Board meetings to include committee meetings	President Committee Chairs	Fall 2013 Spring 2014	presented on google.docs
K	Implement activities necessary to carry out approved committee recommendations	Committee Chairs	Ongoing	
L	Provide open lines of communication	President	Ongoing	

	with NCBEA committees	Committee Chairs		
M	Provide periodic reports to members through newsletter and special publications	Newsletter editor	Ongoing; newsletter is 3 x a year	
N	Develop and maintain a regional directory to include all NCBEA board and ex-officio members, NBEA Executive Director, NBEA President, ISBE Representative	Administrative Board	Summer/Fall 2013 Spring 2014	
O	Provide updated Administrative Board notebooks for each new NCBEA Board member	President NBEA Reps	Prior to Summer/Fall Administrative Board meeting	
P	Create new opportunities for fund raising	Marketing/Linkages Committee	Ongoing; new CD June 2014	
Q	Advertise upcoming NCBEA convention at least one year in advance	President Marketing/Linkages & Publications Committees Newsletter Editor State Representatives	Ongoing	
R	Discuss the effectiveness and cost of the NCBEA convention and administrative board meetings being held in conjunction with the state conventions. Consider holding a fall virtual meeting to control costs.	President Administrative Board	Ongoing	
S	Evaluate the breakdown of participants from each state who attended the regional conference. Develop a plan on how to serve a good cross section of regional membership at conferences. Identify alternative plans for future conferences.	President Administrative Board Conference Chair	Ongoing	
T	Discuss other professional development activities NCBEA can offer to members of NCBEA and NBEA such as Webinars, discussions, online training session, etc.	President Administrative Board Marketing/Linkages	Ongoing; webinars; activities CD	
U	Prepare and mail minutes to Executive Board within 30 days of Executive Board Meetings	Secretary	Ongoing; sent electronically	
V	Send the following reports to NBEA Hdqtrs: 1) IRS Form 990 (if appropriate) 2) EOY Financial Report 3) Annual Corporate Filing Report	President, Treasurer		

Summer/Fall—Combined NCBEA/State Conference, all are in fall except Missouri (summer/(July)

Spring—NCBEA Administrative Board Meeting at NCBEA conference and NBEA (Tuesday evening)
 Retreat—prior to NCBEA conference

Category 2: Membership & Membership Services				
Goal 1: Provide services and conduct activities that will result in membership growth based on 2013-2014 NBEA Membership				
Goal 2: Develop membership recruitment and retention strategies to maintain and increase NBEA Membership				
Goal 3: Promote positive lines of communication with the NCBEA region's state membership Directors				
	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Develop and implement NBEA/NCBEA membership campaigns	Membership Committee	Summer 2013 and ongoing	
B	Monitor and assist progress toward membership goals	Membership Committee	Ongoing	
C	Conduct membership directors' (state representatives) training program at NCBEA convention and meetings to assist state membership directors understand the responsibilities of the position.	Regional Membership Director	2013 NCBEA/State conference	
D	Develop a regional membership plan and resources, including timelines for increasing the number of NCBEA members within a region.	Membership Committee Regional Membership Director	July 2013- June 2014	
E	Monitor progress and assess the results of the regional membership plan	Membership Committee Regional Membership Director	June 2013	
F	Participate in state conventions to promote benefits of joining NBEA/NCBEA; discuss membership strategies with other state directors	Membership Committee	Ongoing; members are encouraged to attend state mtgs.	
G	Conduct special mailing to student members encouraging them to become professional members once they have graduated	Membership Committee Student Representative	Ongoing	
H	Publicize the benefits of joining NBEA to new and returning business education teachers through	Membership Committee State Representatives	Ongoing; done via the state membership directors	

	a special mailing, obtaining names of full- and part-time teachers from state boards of education, community colleges, and teacher education institutions. Actively promote membership for all state association officers, supervisors, and board members			
I	Communicate to state membership directors and state supervisors the need to promote NBEA/NCBEA membership at association meetings and at least two additional conferences. Provide a camera-ready form to include in all mailings. Promote membership at state convention NBEA booth	Membership Committee State Representatives	Ongoing; included in newsletter; fall NCBEA conference & NBEA conference	
J	Encourage appropriate recognition of state membership chairs that have achieved their goal	President Regional Membership Director	Individual State Conferences/Conventions	
K	Have a camera-ready membership form and other news items in each state publication and available for webmasters & newsletter editors	Membership Director State Representatives	Ongoing; included in all mailings and forms	
L	Conduct NCBEA sessions at each state conference/convention to promote NBEA/NCBEA membership. Encourage hospitality receptions at regional conference and state conferences to promote NBEA membership.	Administrative Board	Individual State Conferences/Conventions	
M	Develop relationships with student organizations, i.e., FBLA/PBL, BPA	State Representatives Student Representative	Ongoing	
N	Develop a plan to recruit members from private/proprietary schools, postsecondary schools, middle schools, elementary schools, corporate training, and correctional facilities	Membership Committee Regional Membership Director State Representatives	Ongoing; mailings	
O	Review lapsed members and conduct an Administrative Board membership renewal campaign	Administrative Board Regional Membership Director	Spring 2014	
P	Maintain a website for membership applications, publications, and convention registration and links to NBEA.	Webmaster	Ongoing; on state websites and NCBEA site	

The No. 1 priority of every NCBEA Administrative Board member is to increase membership in NBEA.

Category 3: Marketing/Linkages & Promoting Business Education				
Goal 1: To be recognized as the foremost organization that represents and supports education for and about business				
Goal 2: Identify additional ways to market NCBEA/NBEA programs and services				
Goal 3: Market, promote, and enhance business education's role with international and external publics				
	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Publicize National Education for Business Month in November	Marketing/Linkages Committee	November 2013	
B	Create a marketing plan for approval by the Administrative Board	Marketing/Linkages Committee	Fall 2013-Spring 2014	
C	Plan marketing activities based on approved marketing plan and develop and distribute resources that promote business education and business careers	Marketing/Linkages Committee	Ongoing	
D	Assess and prepare a report regarding marketing activities	Marketing/Linkages Committee	Spring 2014	
E	Provide information to members that will help them become more effective advocates for bus ed	Marketing/Linkages Committee	Ongoing; legislative issues Ongoing	
F	Encourage the offering of sessions at regional and state conventions which will help business educators become more effective in marketing their programs	Marketing/Linkages Committee	Ongoing; sessions are offered; 1-day workshop	
G	Identify/implement possible income-generating projects for NCBEA	Marketing/Linkages Committee	Ongoing	
H	Encourage NCBEA fundraiser at state conventions, i.e., 50/50, selling chances, baskets, etc.	Marketing/Linkages Committee	Ongoing	
I	Maintain NCBEA Website/Home Page	Webmaster	Ongoing	

J	Work with teacher-education institutions to increase awareness of NCBEA	President Marketing/Linkages Committee	Ongoing	
K	Encourage relationships between business education and the business communities	President Marketing/Linkages Committee	Ongoing	
L	Distribute Policies Commission statements via newsletters and website	Newsletter Editor Webmaster	Ongoing	
M	Market the Vision and Mission statements of NCBEA/NBEA by including them in publications (e.g., newsletters, convention programs, etc.)	Marketing Linkages Committee President	Ongoing	

Category 4: Professional Development and Leadership

Goal: Develop and nurture professionalism and leadership in business education.

Action		Person(s) Responsible	Completion Date	Completed Y/N
A	Identify procedures to identify leaders in each state of the region and conduct professional development seminars at NCBEA conventions	Program of Work and Strategic Planning Committees	Spring 2014	
B	Encourage participation in the "Academy for Leadership Excellence" in business education via publications and NBEA web site	Program of Work Committee	Summer/Fall 2013	
C	Conduct appropriate Administrative Board training for new board members	President Past President	Summer/Fall 2013	
D	Invite potential student members to participate in leadership development	Program of Work and Strategic Planning Committees State Representatives Student Representative	Ongoing Ongoing	
E	Recognize the state presidents attending the NCBEA/state convention	President	Summer/Fall 2013	
F	Conduct state presidents meeting at NCBEA/state convention	President Elect	Summer/Fall 2013	
G	Recognize NCBEA Past Presidents at the NCBEA/state convention	President Past President	Summer/Fall 2013	
H	Encourage NBEA representation at regional meetings, including the	President	Ongoing	

	NBEA president and the NBEA executive director			
I	Encourage implementation of mentoring at regional and state levels	President POW Committee	Ongoing	
J	Reinforce the importance of personal commitment and follow-through in all volunteer positions (e.g., committee assignments, board meetings, leadership training programs, convention programs, publications, mentoring)	Executive Board	Ongoing	
K	Encourage regional convention to schedule an event for first-time attendees	President	Ongoing	

Category 5: Strategic Planning

Goal: Update and continue implementation of the Strategic Plan to guide NCBEA

Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Review/revise as appropriate NCBEA's Strategic Plan to ensure that it reflects and complements the current NBEA Strategic Plan	President Strategic Planning Committee	Summer 2013
B	Present proposed Strategic Plan to the Administrative Board at the NCBEA Summer/Fall meeting	President-Elect Strategic Planning Committee	Summer/Fall 2014
C	Inform NCBEA members of the major goals of the approved Strategic Plan through regional publications	President Publications Committee	Ongoing
D	Implement actions of the Strategic Plan	Administrative Board	Ongoing
E	Review and discuss regional plans to ensure coordination of major initiatives	President NBEA President	April 2014

Category 6: Regional, State, Territory, Province (S/T/P), and Allied Business Education Organizations and Groups

Goal 1: Coordinate regional activities

Goal 2: Establish, maintain, and reinforce positive lines of communication to all state and allied

business education associations and groups				
Action		Person(s) Responsible	Completion Date	Completed Y/N
A	Promote NBEA and NCBEA goals and objectives at state and allied business education association conventions	President	Ongoing	
B	Invite NCBEA regional state presidents and/or presidents-elect to attend NCBEA Administrative Board meetings	President	Fall 2013 Spring 2014	
C	Strengthen all bonds between NCBEA and state associations by submitting pertinent news items for their newsletters	President State Representatives	July 2013- June 2014; states link to NCBEA newsletter	
D	Invite and allow ISBE President or an ISBE representative to publicize ISBE events at the annual NCBEA/state convention	President ISBE Representative	Summer 2013	
E	Encourage Administrative Board members to join ISBE & DPE	President	Fall 2013	
F	Invite Business Division of ACTE to publicize its activities at the state conventions	President State Representatives	Summer/Fall 2013	
G	Encourage business teachers to partner with businesses and development internships	Marketing/Linkages Committee	Ongoing	
H	Review results of NCBEA membership services and make appropriate recommendations for improvement of services	Membership Directors and State Presidents	Ongoing	
I	Invite state supervisors, state presidents, state presidents-elect, regional presidents, national officers and national staff to regional and national conventions	President Convention Liaison	Ongoing	
J	Meet with NBEA President-Elect at National Convention to discuss POW, strategic plan, and other regional responsibilities	President-Elect	April & June 2013	
K	Send names and addresses of State Presidents and Presidents-Elect to NBEA Headquarters and update as needed	State Representatives President-Elect	Ongoing	
L	Keep regional website up to date	Webmaster	Ongoing	

Category 7: Finance/Auditing				
Goal: Maintain a sound financial foundation for NCBEA				
	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Develop additional strategies to increase revenue and reduce expenses	Administrative Board	Ongoing; workshop & CD sales	
B.	Review financial statements	Executive Committee	November 2013 April 2014	
B	Present proposed budget for adoption for 2013-2014	Treasurer	Spring 2014	
C	Set aside funds for member benefits and planning for "special" expenses.	President Treasurer	Spring 2014	
D	Report the breakdown to NBEA on how rebates that come back to region are used for member services. Include how much money came back to NCBEA as rebates, what amounts were spent for recruitment, leadership training, professional development stipends, membership promotion and mailings, etc.	President Treasurer	Fall 2013	
C	Maintain a financial reserve of at least \$5,000, when possible, by placing the funds in a low-risk investment instrument with a high degree of liquidity (i.e., money market or CD)	Administrative Board Treasurer	Ongoing	
D	Maintain bonding of treasurer	Treasurer	Ongoing	
E	Perform internal audit annually and present letter from audit committee	Treasurer Budget Committee	Summer 2014	
F	Prepare and submit financial reports as stated in the NCBEA Policies and Procedures	Treasurer	Ongoing	

Category 8: Business Education Advocacy

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

Goal 2: Influence legislation that will advance business education

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Review and evaluate legislative initiatives on behalf of business education	Legislative Committee	Ongoing; states share info with NCBEA	
B	Hold legislative sessions at national, regional, and S/T/P conventions	Legislative Committee	Ongoing	
C	Maintain open lines of communication between regional, national, and S/T/P	Legislative Committee	Ongoing	
D	Help to evaluate and update legislative publications: Prepare needed amendments (if any) and submit them in writing to the NCBEA Administrative Board	Legislative Committee Bylaws/Handbook Committee	Fall 2013/Spring 2014	
E	Encourage participation in ACTE Business Division Policy Maker meetings at ACTE National Policy Seminar	Administrative Board	Ongoing	
F	Promote involvement by teachers in legislative issues regarding business education at the local and state levels	Legislative Committee Administrative Board	Ongoing	
G	Encourage legislative training sessions at state and NCBEA regional conventions	Legislative Committee Administrative Board	Ongoing; sessions are held at NCBEA & state conferences	
H	Disseminate information to legislators at the local, state, and national level about business education	State Representatives State Presidents Legislative Committee	Ongoing	Ongoing

Category 9: Curriculum and Instructional Strategies

Goal 1: Support business education curricula through the work of communities and task forces to promote business education through an effective program of publications

Goal 2: Promote a greater academic presence for business education

Goal 3: Incorporate relevant and emerging curriculum in business

Goal 4: Identify and disseminate creative instructional strategies that include diverse populations, alternative scheduling, alternative delivery, and the use of technology

Goal 5: Acquire funding to support programs that further the purposes of business education

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Publicize the available NBEA curriculum publications	Administrative Board Newsletter Editor	Ongoing	
B	Promote the National Standards for Business Education	Newsletter Editor Administrative Board Marketing Linkages	Ongoing	
C	Prepare and disseminate CD	Marketing Linkages	Summer 2013 & 2014	

Category 10: Publications

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

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Evaluate and expand, as feasible, NCBEA'S publications. Discuss the feasibility of sending one newsletter in hard copy and/or sending out reminder cards to let them know the newsletter is available.	Marketing Linkages Administrative Board Publications Committee Newsletter Editor	Ongoing; newsletter is in an electronic format	
B	Solicit articles from NBEA president, NCBEA officers, committee chairs, state representatives, other regional presidents, NBEA representatives, affiliated state presidents, affiliated organizations	Newsletter Editor	Deadlines as determined by Newsletter Editor	
C	Assist editor in soliciting appropriate	Publications Committee	Ongoing; newsletter is	

	articles. Indicate in publications the professional development activities the region is providing for its members.	Administrative Board	reviewed before publication	
D	Prepare and submit a budget request to Administrative Board	Newsletter Editor	Spring 2014	
E	Submit a written report of the year's activities to the NCBEA President and Administrative Board	Newsletter Editor	All Administrative Board Meetings	

Category 11: Awards and Recognitions

Goal 1: Recognize members through an awards program

Goal 2: Recognize all NCBEA members who serve NCBEA/NBEA in special ways

Goal 3: Provide individual recognition in promoting excellence in the profession

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Identify additional strategies to promote the awards process; develop policies and procedures for implementing a separate NCBEA-sponsored event at each regional conference/convention	Strategic Planning Committee	Ongoing; NCBEA co-hosts an annual conference	
B	Write thank you notes to all participants who have served on a committee during the past year	Committee Chair	Spring 2014	
C	Recognize award winners	President Award Committee Chair	Fall 2013	
D	Recognize the Executive Board members	President	Fall 2013	

Category 12: Annual Conventions

Goal 1: Plan an outstanding convention that provides professional development opportunities for members.

Action	Person(s) Responsible	Completion Date	Completed Y/N	
A	Publicize the 2014 NCBEA joint state convention; distribute camera-ready copy to the state newsletter editors	NCBEA/state convention coordinators	Summer 2014	
B	Plan for joint NCBEA convention with Indiana	2013 NCBEA host state convention liaison, state convention chair, Administrative Board	Spring/Summer/Fall 2013	
C	Modify rotation plan of the NCBEA Convention at the host state association's invitation. Summer/Fall 2013 – Iowa Fall 2014 – Illinois Summer 2015 – Missouri Fall 2016 – Michigan Fall 2017 – Ohio Fall 2018– Minnesota Fall 2019 – Wisconsin Fall 2020 – Iowa Fall 2021 – Indiana Fall 2022 - Illinois	Administrative Board	Ongoing	
D	Provide assistance from NCBEA Board to state conventions to secure speakers from the NCBEA region	Administrative Board	Ongoing	
E	Provide opportunities for CEU units	State Conference Chair	Summer 2014	
F	Encourage special NCBEA co-sponsored sessions on leadership for student members, technology training, legislative, etc.	Administrative Board	Ongoing	

Goal 2: To represent NCBEA at each of the state association conferences/conventions

Action Strategies	Responsibility of	Time Line
Determine appropriate Administrative Board members to represent NCBEA at state association conventions	President President-elect Past President	2013-2014

State	Date	City & Hotel
Illinois		
Indiana		
Iowa		
Michigan		
Minnesota		
Missouri		
Ohio		
Wisconsin		

Goal 3: To represent NCBEA at each regional convention

Action Strategies		Responsibility of	Time Line
Determine appropriate Administrative Board members to represent NCBEA at regional conventions		President	2013-2014
Region	Date	City & Hotel	
SBEA			
WBEA			
MPBEA			

Goal 4: To encourage as much representation from NCBEA as possible at the NBEA Convention and the ISBE Conference

Organization	Date	City & Hotel
NBEA		
ISBE		
DPE		

Category 13: Legislation

Goal: Be productive in the generation and/or review of legislation favorable to the goals and objectives of business education

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Implement a legislative network throughout region and disseminate information to state leadership when necessary	Legislative Committee	Ongoing	
B	Submit a report outlining legislative activities along with a budget proposal	Legislative Committee Chair	Spring 2014	
C	Implement action strategies in the Business Education Advocacy section of the Program of Work	Legislative Committee	Ongoing	
D	Work with state representatives to plan and implement legislative activities and network	Legislative Committee Chair	Ongoing; sessions at state conferences	
E	Prepare a written report of accomplishments and submit to NCBEA president	Legislative Committee Chair	Spring 2014	
F	Attend the ACTE National Policy Seminar	President Legislative Committee Chair	Spring 2014	

Category 14: Teacher Recruitment and Preparation

Goal 1: Promote a greater academic presence for business education

Goal 2: Mentor business education teacher candidates

	Action	Person(s) Responsible	Completion Date	Completed Y/N
A	Request presentation opportunities on student organization conference programs to promote business teaching as a career choice	Administrative Board	Ongoing; visit high schools and community colleges	
B	Investigate the possibility of offering scholarship(s) to undergraduate	Awards Committee	Fall 2013	

	students majoring in business education			
C	Encourage business majors to consider the option of teaching business education	Administrative Board	Ongoing	

DRAFT