

Theme:
***On Track with Business and
Information Technology***

Program of Work 2009 – 2010

GOAL 1: INCREASE MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	
	e. Distribute VBEA stickers for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer	\$100
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Past President Board	
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region	Regional Reps College/University Rep Treasurer	\$600

GOAL 1: INCREASE MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
<p>2. Promote membership growth in NBEA, ACTE, VACTE, VACTEA</p>	<p>i. Provide training and mentoring for all new board members</p>	<p>President Board</p>	
	<p>j. Provide welcome letter and complimentary VBEA membership to first-year teachers and follow-up with first-year teachers to maintain membership</p>	<p>Vice President Board College/University Rep Regional Reps</p>	
	<p>a. Secure NBEA, SBEA, FBLA, PBL, ACTE, VACTE, VACTEA literature to promote growth in professional organizations at the VBEA Summer Conference</p>	<p>SBEA/NBEA Rep ACTE/VACTE Rep Regional Reps Board</p>	
	<p>b. Secure NBEA, SBEA, ACTE, VACTE, VACTEA, and FBLA Professional Division materials for distribution to VBEA reps for the FBLA fall conferences</p>	<p>SBEA/NBEA Rep ACTE/VACTE Rep Vice President</p>	
	<p>c. Provide promotional articles for fall and spring VBEA newsletter</p>	<p>SBEA/NBEA Rep ACTE/VACTE Rep Newsletter Editor Webmaster</p>	

GOAL 2: CONTINUOUSLY PROMOTE BUSINESS AND INFORMATION TECHNOLOGY

OBJECTIVES	STRATEGY	PERSON(S) RESPONSIBLE	BUDGET/STATUS
1. Provide Information about awards and recognition programs for business educators	a. Submit news releases about award winners, scholarship recipients, new board members, and VBEA news to professional publications (<i>Forum</i> , VBEA and SBEA Newsletters, ACTE, VACTE, VBEA Website, etc.)	Past President SBEA/NBEA Rep. ACTE/VACTE Rep. Special Recognitions Chair Newsletter Editor Webmaster VBEA Agent	\$ 1,500
	2. Promote scholarship programs	a. Provide professional scholarship information and application form on the VBEA Website; provide an announcement in each newsletter and at all professional functions	
3. Distribute promotional materials	b. Provide student scholarship information in each VBEA newsletter and at Phi Beta Lambda Conferences.	Student Scholarships Chair College/University Rep Community College Rep	\$ 1,500
	c. Write letters announcing scholarship information and application form for student scholarships to community colleges, colleges, and universities.	Student Scholarships Chair College/University Rep Community College Rep	
	d. Invite scholarship winners to summer conference function and provide scholarship recognition at college awards program.	President Student Scholarships Chair	
	a. Explore development of promotional materials to promote VBEA.	President Board VBEA Agent	
4. Increase awards and recognition for business educators	b. Provide business teaching recruitment materials	College/University Rep Community College Rep Board	
	a. Present certificates of appreciation to advisers of FBLA regional officers at regional spring conferences and regional directors and advisers of FBLA and PBL states officers at the state leadership conferences	President Past President FBLA-PBL Specialist Regional Reps	

GOAL 2: CONTINUOUSLY PROMOTE BUSINESS AND INFORMATION TECHNOLOGY (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
<p>5. Provide resolutions of service to the VBEA Board members leaving at the end of their term.</p>	<p>b. Advertise the availability of VBEA certificates of appreciation for local members to use in recognizing local school boards, advisory councils, etc. in all newsletters and on the VBEA Website</p> <p>c. Send a letter to invite business teacher education students to attend summer conference</p> <p>a. Write resolution and distribute at the Summer VBEA Board Meeting to board members leaving at the end of their term</p>	<p>Special Recognitions Chair Newsletter Editor Webmaster</p> <p>President College/University Rep Community College Rep</p> <p>Past President President</p>	

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS

OBJECTIVES	STRATEGY	PERSON (s) RESPONSIBLE	BUDGET/STATUS
1. Appoint a conference planner (President-Elect or other board approved agreement) who will fulfill all the necessary requirements to coordinate the summer conference	a. Develop a plan for the summer conference and coordinate the implementation of the plan with appropriate individuals	President President-Elect VBEA Agent Treasurer Board	\$ 1,500
	b. Appoint an Executive Planning Committee for the conference	Conference Planner VBEA Agent President President-Elect	
2. Continue communication of VBEA activities and opportunities	a. Publish two issues of the VBEA newsletter online	Newsletter Editor VBEA Agent Webmaster	
	b. Notify business teachers through the ListServ requesting that they print and distribute copies of the newsletter	Newsletter Editor VBEA Agent Regional Rep	
	c. Edit winning Great Idea entries and publish on the VBEA Website	Great Ideas Chair VBEA Agent Webmaster	
	d. Maintain and update Website	President Webmaster VBEA Agent Treasurer Board	
3. Provide quality professional development activities for business educators.	a. Coordinate the summer conference in Summer, 2010	Conference Planner VBEA Agent President President-Elect Past President	
	b. Establish the date and place of the summer conference to accommodate the majority of the membership	Board	
	c. Promote conference participation through local division superintendents by sending a draft copy of the program or program outline to each division	VBEA Agent	
	d. Continue the stipend for first-time conference attendees	Special Recognitions Chair Regional Reps President Treasurer	

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
4. Keep membership informed of professional conferences and activities	a. Publish information in newsletter and on the VBEA Website; publish highlights of summer conference b. Present information at all Adviser sessions at FBLA SLC	President President-Elect Newsletter Editor Webmaster President President-Elect	
5. Develop a network with other professional organizations	a. Invite presidents of other professional organizations (SBEA, NBEA, ACTE, VACTE, VACTEA) to bring greetings at summer conference b. Exchange publications with business organizations in other states, specifically those states in SBEA, and others as requested c. Promote association membership and activities by establishing strong relationships with local and state school officials	President SBEA/NBEA Rep Newsletter Board	
6. Encourage active participation of VBEA members in other CTE associations	a. Encourage VBEA members to become actively involved in other professional organizations (NBEA/SBEA, ACTE, VACTE, VACTEA) b. Provide a \$200 stipend to a VBEA member for first-time attendance at the NBEA Conference c. Provide a \$200 stipend to a VBEA member for first-time attendance at the SBEA Conference.	SBEA/NBEA Rep ACTE/VACTE Rep. Regional Reps President Board President Treasurer VBEA Agent President Treasurer VBEA Agent	\$200 \$200

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS (continued)

OBJECTIVES	STRATEGY	PERSON (s) RESPONSIBLE	BUDGET/STATUS
<p>7. Sponsor Great Ideas Contest</p>	<p>a. Provide \$50 award for each winner of the Great Ideas Contest</p> <p>b. Select and announce the theme and guidelines for submissions THEME: <i>What is your strategy for infusing Rigor, Relevance and Relationships in the Business and Information Technology classroom?</i></p>	<p>Great Ideas Chair Treasurer</p> <p>Great Ideas Chair Board</p>	<p>\$250</p>

GOAL 4: SUPPORT AND PROMOTE FBLA AND PBL STUDENT ORGANIZATIONS

OBJECTIVES	STRATEGY	PERSON (s) RESPONSIBLE	BUDGET/STATUS
1. Support the Future Business Leaders of America and Phi Beta Lambda student organizations	a. Recognize an outstanding FBLA chapter in each region and one PBL Chapter in the state with \$50 (as funded in 1.1h)	Regional Reps Treasurer College/University Rep. Community College Rep. FBLA/PBL State Specialist	
	b. Provide funds and co-host advisers' coffee at FBLA and PBL State Leadership Conferences with FBLA-PBL Foundation, Inc.	Board Treasurer	\$650
	c. Feature FBLA Adviser of the year in Spring newsletter, VBEA website	FBLA-PBL Specialist Newsletter Editor Webmaster VBEA Agent	
2. Provide opportunities for student involvement with VBEA	a. Invite presidents of Virginia FBLA and PBL to summer conference	President FBLA-PBL Specialist	
3. Provide financial support for the state winners of FBLA and PBL	a. Provide funds and present awards at FBLA and PBL State Leadership conferences. Provide funds for awards for state first place winner in: <ul style="list-style-type: none"> • FBLA Partnership with Business, \$100 • FBLA Community Service, \$100 • FBLA Sarah Lowe Thompson/VBEA Award of Excellence, \$100 • PBL Future Business Teacher, \$100 • PBL Mary B. McGinty Scholarship, \$100 	President Treasurer FBLA-PBL Specialist PBL State Conference Director	\$500
4. Provide support for FBLA-PBL Foundation, Inc.	a. Provide funds for printing of brochures (\$750) or a donation to the FBLA-PBL Foundation, Inc. (\$500)	Board Regional Reps	\$500
	b. Encourage local regions to support the FBLA-PBL Foundation, Inc.	Board	

GOAL 4: SUPPORT AND PROMOTE FBLA AND PBL STUDENT ORGANIZATIONS (continued)

OBJECTIVES	STRATEGY	PERSONS (s) RESPONSIBLE	BUDGET/STATUS
<p>5. Expand support to regional and state FBLA and PBL activities</p>	<p>a. Serve as judges, coordinators and/or presenters at conferences</p> <p>b. Assist at FBLA and PBL conferences by providing a workshop presenter or other specific assistance as needed</p>	<p>Board FBLA-PBL Specialist VBEA Agent</p> <p>Board FBLA-PBL State Specialist</p>	

GOAL 5: STRENGTHEN THE LEGISLATIVE NETWORK

OBJECTIVES	STRATEGY	PERSON (s) RESPONSIBLE	BUDGET/STATUS
1. Keep association informed of legislative issues at the state and national levels	a. Provide legislative update in each newsletter, VBEA Website and e-mail.	Legislative Chair Newsletter Editor Webmaster ACTE/VACTE Rep	
	b. Encourage attendance at legislative workshops/meetings	Legislative Chair ACTE/VACTE Rep Board	
2. Provide financial support for VACTE lobbyist	a. Provide an annual donation to VACTE for support of the VACTE lobbyist	ACTE/VACTE Rep Treasurer President	\$500
3. Continue expansion of the state legislative network of teachers	a. Provide legislative updates to regional representatives	Legislative Chair ACTE/VACTE Rep	
	b. Make contact with one legislator or conduct one legislative activity per region	Regional Reps Legislative Chair	
	c. Participate in the January visit to the State Legislature	Board Treasurer	

GOAL 6: MANAGE VBEA OPERATIONS EFFICIENTLY AND EFFECTIVELY

OBJECTIVES	STRATEGY	PERSON (s) RESPONSIBLE	BUDGET/STATUS
1. Plan, coordinate, and execute VBEA activities	a. Prepare and present the 2009-2010 Program of Work b. Plan, coordinate, and conduct an annual conference c. Conduct Winter Board Meeting and Conference Planning Task Force Meeting d. Organize and distribute minutes within 30 days of the meetings e. Plan, coordinate, and conduct an awards program during the summer conference	President Conference Planner President President-Elect Past President VBEA Agent Board President President-Elect Conference Planner VBEA Agent Board Secretary President-Elect Conference Planner President Special Recognitions Chair FBLA-PBL Specialist VBEA Agent	
2. Provide a stipend or honorarium for special projects and technical support	a. Use conference budget to provide a stipend or honorarium for personnel to support special conference projects, such as the on-site technology coordinator, if needed.	Conference Planner President Treasurer VBEA Agent	TBD by Project