

Program of Work
July 1, 2010-June 30, 2011

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A program of work defines the overall master plan for the association for the year.
What follows is the program of work for ISBE for 2010-2011.

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Category 1: Administration

Goal: Manage ISBE operations efficiently and effectively.

Action	Person(s) Responsible	Completion Date
A. Present and distribute the 2010-2011 Program of Work to the ISBE Executive Board.	President-Elect	July 2010
B. Ensure that required reports are submitted for Executive Board meetings.	President President-Elect Past President Membership Director Regional Representatives Committee Chairs Historian Newsletter Editor Web Master	Four weeks before annual meeting in April 2011
C. Provide financial reports to the ISBE Executive Board.	NBEA Executive Director President	At NBEA Convention, April 2011
D. Communicate arrangements for the April 2009 ISBE Executive Board meeting in New Orleans, Louisiana	President	March or April 2011
E. Monitor committee progress and recommend revision of committee membership when appropriate.	President Committee Chairs	Ongoing
F. Provide periodic reports to ISBE members through publications.	President Membership Director ISBE Director Regional Representatives	Fall Spring
G. Attend NBEA Board meetings.	ISBE Director	November 2010 April 2011
H. Report NBEA Executive Board actions to ISBE Executive Board in a timely manner.	ISBE Director	Fall Spring
I. Provide items for timely publication in regional newsletters.	President	Ongoing
J. Review format and structure of ISBE Meetings at NBEA Convention	President Executive Board	Ongoing

Category 2: Membership

Goal 1: Continue to work to increase membership

Goal 2: Develop membership recruitment and retention strategies to increase ISBE membership.

Goal 3: Assist with international membership.

Action	Person(s) Responsible	Completion Date
A. Monitor progress and promote membership in ISBE.	Membership Director Executive Board Regional Representatives	Ongoing
B. Provide training and resources to help regional representatives carry out their responsibilities	President-Elect Membership Director	April 2011 (training at NBEA Convention)
C. Publicize the benefits of joining ISBE to new members	President Membership Director Regional Representatives	Ongoing
D. Participate in regional conventions to promote activities and initiatives of ISBE	Regional Representatives Membership Director President	Ongoing
E. Promote Membership in ISBE and NBEA to all business teachers	Regional Representatives Membership Director President	Booth at NBEA in April 2011 Ongoing through regional meetings
F. Contact states to establish or continue ISBE positions on state boards	President Regional Representatives Executive Board	Ongoing

Category 3: Marketing and Promoting International Business Education

Goal 1: Identify additional ways to market ISBE membership

Goal 2: Market, promote, and enhance global business education with internal and external publications.

Action	Person(s) Responsible	Completion Date
A. Publicize global business during National Education for Business Month in November, by providing promotional materials to regional representatives	Membership Director President	November 2010
B. Work with Convention Program Committee in order to schedule sessions involving international topics.	President ISBE Director	Ongoing
C. Identify opportunities to publicize the availability of global business curriculum materials through promotion of the ISBE and SIEC web sites	President Web Master Newsletter Editor	Ongoing
D. Develop and implement a plan to market NBEA/ISBE programs and materials to SIEC members in other countries	President VP-US Chapter	Ongoing
E. Develop and implement a plan to revise the NBEA publication "Creative Teaching Ideas for International Business."	President ISBE Director	Ongoing

Category 4: Professional Development and Leadership

Goal: Identify additional means for professional development and leadership within the ISBE membership.

Action	Person(s) Responsible	Completion Date
A. Conduct appropriate ISBE Executive Board members' training at the NBEA convention in San Diego, California	President-elect	March 31, 2010
B. Modify executive board training program as needed.	President President-elect	March-April, 2010
C. Provide ISBE representation at all regional meetings.	Membership Director Regional Representatives President	September 2010 to February 2011

Category 5: Strategic Planning

Goal: Update and continue implementation of the strategic plan to guide ISBE for the next three years.

Action	Person(s) Responsible	Completion Date
A. Implement actions of the Strategic Planning Committee	Executive Board	Ongoing
B. Attend NBEA Strategic Planning Committee meeting.	President	August 2010
C. Inform ISBE members of the major goals of the approved Strategic Plan through the Newsletter and Web site.	President Chair, Strategic Planning Committee Newsletter Editor Web Master	Ongoing
D. Review formats and overlap of Strategic Plan and Program of Work	President Executive Committee Chair, Strategic Planning Committee	September 2010
E. Review the feasibility and need to conduct a SWOT analysis	President Executive Committee Chair, Strategic Planning Committee	April 2011

Category 6: Regional, State and SIEC Partners

Goal: Establish, Maintain, and reinforce positive lines of communication to all regional and global SIEC partners.

Action	Person(s) Responsible	Completion Date
A. Participate in a discussion with the US chapter of ISBE Executive Board and other US representatives on the SIEC Executive Committee to identify ways to support and help strengthen the SIEC organization and individual chapters	President SIEC President NBEA Executive Director VP-US Chapter	July 2010 to June 2011
B. Publicize ISBE at national, regional, and state conventions	President Membership Director Regional Representatives	July 2010 to June 2011
C. Encourage NBEA Executive Board members to join ISBE	ISBE Director President NBEA Executive Director NBEA President	November 2010 April 2011
D. Maintain current and develop new relationships with groups working in international business	President Executive Board ISBE Members	Ongoing
E. Send informal communication to regional and state representative	President Membership Director Regional Representatives	Ongoing
F. Continue to monitor and improve the communications flow to and from SIEC and Regional Representatives	Executive Board Membership Director President	Ongoing
G. Discuss global business education issues at the regional level	Membership Director Regional Representatives President	Ongoing

Category 7: Finance

Goal: Maintain a sound financial foundation for ISBE

Action	Person(s) Responsible	Completion Date
A. Review financial statements with NBEA Executive Director and SIEC General Secretary	President	October 2010
B. Review and authorize membership dues to SIEC	President NBEA Executive Director	October 2010
C. Review proposed 2011-2012 budget for adoption with NBEA Executive Director	President	April 2011

Category 8: Global Business Education Advocacy

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

Action	Person(s) Responsible	Completion Date
A. Identify opportunities for partnering with business to promote global business education	Executive Board President	Ongoing
B. Encourage business educators to build effective local and global business alliances, partnerships, and advisory committees that support business education.	Executive Board President	Ongoing

Category 9: Curriculum and Methodology

Goal: Incorporate relevant and emerging curricula in global business.

Action	Person(s) Responsible	Completion Date
A. Promote the relevance of global business education content for all high school student by emphasizing how global business strategies address the educational concerns of business and industry	Publications Committee President Executive Board	Ongoing
B. Promote article(s) in the <i>Business Education Forum</i> related to global business	President ISBE Director <i>Forum</i> Editor	Ongoing

Category 10: Publication

Goal: Provide business teachers with information about global business education with informative, pertinent, professional, and state-of-the-art information through professional publications.

Action	Person(s) Responsible	Completion Date
A. Publish <i>Journal of Business Education</i> .	Publications Committee Journal Editors	May 2011
B. Publish two issues of the ISBE <i>Newsletters</i> . President contributes to both issues	Publications Committee Newsletter Editor President	November 2010 April 2011
C. Review current guidelines and content of publications and improve the publication process	Publications Committee Newsletter Editor Executive Board President Web Master	Ongoing
D. Assess the effectiveness of the ISBE publication. Update membership brochure on an ongoing basis. Post on Web site	Publications Committee Executive Board	Ongoing
E. Solicit articles for publication in the <i>Business Education Forum</i> that address global/international business subjects.	Publications Committee Executive Board President	Ongoing
F. Use the ISBE and SIEC Web sites to publish links to resources and people for the purpose of facilitating business educators' access to global teaching, learning, and travel opportunities	President Executive Board Web Master	Ongoing
G. Revise/update "Creative Teaching Ideas for International Business."	President ISBE Director	Ongoing

Category 11: Annual SIEC-ISBE Conference and NBEA Convention

Goal: Support the annual SIEC-ISBE Conference and NBEA Convention.

Action	Person(s) Responsible	Completion Date
A. Attend the 2010 SIEC/ISBE Conference in Albury/Wodonga, Australia	President	July 2010
B. Provide a booth at the NBEA Convention in New Orleans for ISBE	SBEA Regional Representative ISBE Membership Director	April 2011
C. Continue to work with the NBEA convention planning committee to support sessions related to global/international business	President Executive Board ISBE Director	Ongoing
D. Continue working to substitute the ISBE dinner to another function at the 2012 NBEA convention	President Executive Board ISBE Director	Ongoing
E. Promote SIEC Pedagogical Committee's and Network Committee's activities to ISBE members	US Vice President	Ongoing
F. Continue preparation for next SIEC conference hosted by the US Chapter	President Conference Planning Committee Executive Board	Ongoing

Category 12: Research Projects

Goal: Develop and provide projects and research-based programs to assist current and prospective business educators to carry out projects and research in global business education.

Action	Person(s) Responsible	Completion Date
A. Encourage ISBE members to conduct quality research on the global business topics and to publish the results in the <i>Journal for Global Business Education</i>	Publications Committee President Executive Board	Ongoing
B. Continue to offer the Herbert A. Tonne memorial Scholarship for business teacher education candidates or business teachers with ten years or less of teaching experience	President Executive Board	Ongoing