



## STATE OF THE SECTION REPORT

Please complete this form by August 31, 2022,  
and submit electronically to Tess Alviso at: [taa@wa-acte.org](mailto:taa@wa-acte.org)

Submissions will be presented at the September 17, 2022, Executive Board Zoom Meeting.

Please share with others the successes you have had in your section!

Section: WE-BAM
Date: February 23, 2023

### Leadership for 2022-2023

WA-ACTE Board Representative:
President: Shelley Grant
Past President: Sierra Larkin
President Elect: Brenda Grabski and Shawn Perez
Secretary: Jodi Jacobs
Treasurer: Chance Pearston

*Please provide a brief narrative describing current activities and strategies in the following categories:*

### Member Recruitment and Retention

As WAME and WSBEA merged together, we have reached out to renewed and new incoming members through both DECA and FBLA organizations as well as reaching out to new incoming teachers in the CTE Business and Marketing field from various schools at WA-ACTE Conferences. We also work closely with post-secondary institutions such as CWU and EWU that offer student's to obtain their Business and Marketing Education degrees along with OSPI CTE Program Supervisor.
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### Advocacy

WE-BAM has an elected legislative rep that duties include to inform the board and membership on legislative issues that may require letter writing and testimony. WE-BAM leadership attends events and
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works with OSPI to advocate for CTE support, funding and CTE teacher training at local, regional, state and federal levels. This happens throughout the year and membership is encouraged to participate and share success especially during February CTE month. As we grow, WE-BAM intends to provide a collective voice for Business and Marketing teachers in Washington State

### **Issues**

(Including legislative, leadership, partnerships, business and industry, and postsecondary)

The largest issue WE-BAM is facing this year is the next step of combining the cultures and processes of our prior organizations; WAME and WSBEA. For the upcoming year we will focus on strengthening relationships within our board and with our closest partners - DECA, FBLA, OSPI and WA-ACTE. Our first focus is to develop our internal framework then we will next look to provide relevant PD for our membership in addition to collective voice, advocacy, recognition, scholarships and resources for our member's career needs.

### **Marketing**

Efforts to keep members informed and supported by WE-BAM, the Board of Directors created a newsletter identifying the values of joining our organization, updated the website with new information such as WE-BAM Wednesday's providing online webinars for professional development, and conferences where we can network, provide current and relevant workshops, along with fun activities.

### **New and Innovative Ideas**

The latest innovative way to provide services for our members was created by the Board every 3<sup>rd</sup> Wednesday of the month professional educator's workshops based on the categories, computer science, marketing, and business department topics of current and relevant needs for teachers in our profession.

In addition to having WE-BAM Wednesday's, we have decided to innovatively connect with DECA and FBLA for the upcoming Fall Leadership Conference September 25, Monday is DECA New Advisor Training, September 26, Tuesday is WE-BAM Conference with Professional Development workshops, and social hour and September 27, Wednesday is the FBLA Advisor Training all in the same location that will help support each other in CTE Business and Marketing this year. We shared this with the WBEA Conference in Helena, Montana February 17-20, 2023 this year and they loved the idea..