



STATE OF THE SECTION REPORT

Please complete this form by September 9, 2020,
and submit electronically to Tess Alviso at: taa@wa-acte.org

Submissions will be presented at the September 26, 2020, Executive Board Meeting.

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

Section: WSBEA
Date: 9/11/20

Leadership for 2020-2021

WA-ACTE Board Representative: Matthew Monnastes
President: Peter Rustemeyer
Past President: Ariel Dykstra
President Elect: Jodi Jorgensen
Secretary: Jeff Dowd
Treasurer: Roger Beck

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

Member Recruitment and Retention

Transitioning PD to online platform for upcoming WBEA conference. We are hoping that we are streamlining and offering virtual PD opportunities, members will stay or that we can attract new members.

The potential WAME and WSBEA board will also aid in retaining/growing membership. As business and marketing education are reliant on each other in many districts, it makes sense to combine these two organizations to provide a collaborative board that can really support this content area and teachers.

Advocacy

Issues

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

We were having an issue with the Marriott hotel in Seattle as we were locked into our 2021 contract for WBEA. They have allowed us to move our registration to 2022. We will still be hosting 2021 virtually in February. We are exploring online platforms.

Marketing

Virtual PD conference at WBEA.
WAME/WSBEA merge more to come.

New and Innovative Ideas

WAME/WSBEA merge more to come.