



STRATEGIC & LONG RANGE PLAN 2017-2022

Updated: 7/20/2017

Today's students.
Tomorrow's business professionals.

Mission Statement

The mission of Business Professionals of America is to contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

Corporate Vision Statement:

To be an innovator in Career and Technical Education, providing our members with opportunities for growth through education, competition, community service, and personal development.



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Provide brand awareness in an ever-changing world			
Objective	1 Year (2016-2017)	3 Year (2018-2019)	5 Year (2021-2022)
Centralized branding package	Provide centralized branding package for all member divisions across all charters.	Promote centralized branding package for standardized usage.	Re-evaluate centralized branding package.
	Evaluate and improve web presence (website, mobile responsiveness, social media engagement).	Re-evaluate web presence to align with current industry trends.	



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Provide organizational stability			
Objective	1 Year (2016-2017)	3 Year (2018-2019)	5 Year (2021-2022)
Summer Meeting Structure	Evaluate and update current Summer Meeting Structure for all groups	Fully implement updated restructure (including professional development)	Measure the effectiveness of the program
Membership Engagement and Growth	Identify measurable metrics for engagement and growth. Begin evaluation of current membership model <ul style="list-style-type: none"> ● Increase membership by 2% ● Increase membership engagement by 5% 	Complete evaluation of current membership model <ul style="list-style-type: none"> ● Increase membership by 4% ● Increase membership engagement by 10% 	<ul style="list-style-type: none"> ● Increase membership by 6% ● Increase membership engagement by 15%

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Provide quality membership services			
Objective	1 Year (2016-2017)	3 Year (2018-2019)	5 Year (2021-2022)
Review the Recommendation System	Review and address inadequacies within the Recommendation System	Re-evaluate Recommendation System to address additional functionality requirements	
Review Technology Infrastructure	Obtain and review state affiliate feedback regarding technology infrastructure	Research proprietary options to the technology infrastructure	Report and recommend proprietary options to the technology infrastructure
Review Competitive Event Creation/Deletion Process	Establish policy on the creation and deletion of competitive events	Fully implement policy on the creation and deletion of competitive events	Review effectiveness of policy
Create Virtual Membership Package	Develop / rollout Virtual membership offerings	Review effectiveness and relevancy of Virtual membership offerings	Have 20% virtual membership growth
Evaluate Membership Offerings at all levels	Review current membership offerings and pricing structure	Present report of all membership structures and provide recommendations of changes	Implement all changes from year 3 membership report
Review Competitive Event Offerings (Virtual/Non-Virtual)	Review and recommend WSAP Competitive Events to remove redundancy, overlap, and/or meet new areas of industry not currently addressed. Review WSAP Competitive Events alignment to industry certifications.		



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<p>Monitor the development of the Standards Alignment Database</p>	<p>Review database setup and design. Continue to align courses and standards. When available, post online.</p>	<p>Standards Alignment Database is available online for access. Provide changes to formatting and sorting options based on state survey. Update current and add additional standards.</p>	<p>Review the database setup and design. Continue to align courses and standards.</p>
<p>Review the current scholarship opportunities</p>	<p>Review budget allocations regarding scholarship opportunities, including NBAC and other bodies</p> <p>Develop and implement plan for disbursement of Shell scholarship funds</p> <p>Award scholarships from current Shell Scholarship Funds beginning with NLC 2017 in Orlando</p>	<p>Explore establishment of BPA Endowment Fund - streamline scholarship programs and awards</p> <p>Review programs and develop opportunities to raise/receive additional funds toward scholarships and Endowment Fund contributions (e.g. bequest, grants, named scholarships etc.)</p> <p>Continue scholarship disbursement and develop a consistent national BPA scholarship programs</p>	<p>Evaluate current scholarship programs, award criteria and values. Update as appropriate</p> <p>Continue building/growing Endowment Fund</p> <p>Award additional scholarships from Endowment Fund earnings</p>
<p>Organization Membership</p>	<p>Review current organizational values to ensure that all members' accommodations are met.</p>		