

OBME COMMUNICATIONS TASK FORCE

Linn-Benton Community College

Friday, August 3, 2007

8:30 a.m. to 5 p.m.

B 102

Participants: Mary Ann Lammers, Chair; Twila Lehman, President; Claudine Werner, Newsletter Editor; Darlene Marquardt, Web Coordinator; Michael Morrell, Secretary

Historical perspective in the reorganization and revitalization of OBME:

*General concerns over decreasing membership numbers and difficulty finding people willing to take leadership roles in OBME

* Appointment of Restructuring Task Force; met in July 2006

* Identification of three themes under the overarching theme of "Networking"

- Communication
- Marketing
- Professional Development

* Compilation of two member surveys—conference attendees and all members (100 responded)

* Proposed reorganization of Executive Council and Board; Summer- 2007

* Appointment of Communications Task Force; met in August 2007

Tools used to assist Task Force to focus on discussion: "Think big, think large, think outside of the box!"

1) Identify target audience—who are we trying to reach

- Business teachers at all levels; those already involved or not involved
- Other teachers who teach business courses
- College business education students preparing to be teachers
- Administrators at all levels
- **Industry—business world**
- Professional affiliates
- Legislators
- College professors working with prospective business teachers

2) What are the benefits of membership? Why would people want to join?

- Highlighted in survey summary

3) What are the objectives or goals of OBME; vision; resources?

- **Connect (link) business and industry to classroom, Oregon Department of Education, legislature**
- Communicate with each other

4) How do the services and products provided by OBME compare to the competition? Who/what is the competition?

- NCLB issues
- Other professional organizations—what are they offering?
- Time

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- Budget
 - Apathy
 - WIIFM (what's in it for me?)
 - No support from administrators
 - Why change—things are going along just fine
- 5) Where is the communication going to run—what media or media alternatives could be used?
- Newsletter
 - Web
 - Electronic—e-mail
 - Correspondents
 - Verbal—telephone, face-to-face
 - U.S. mail
 - Podcasts
 - Blogs
 - List Serves

Newsletter Contents

Procedural information

Web site promotion

Teasers to learn more

- August 1—submission deadline
- September 1—publication deadline (sent to printer/ mailing by August 25)
- September = **hard copy** to all business teachers in database (and others as we invite them)
- October—e-mail to all teachers before conference to remind them
- October—FBLA National Leadership Conference
- November—follow-up from conference; award winners; minutes
- December—stay in touch message; upcoming January meeting reminder—online; Web and e-mail
- December 1—submission deadline
- January 3—mail **postcard reminder**
- January 10—published on Web site
- January—NBEA/WBITE news
- January—legislative issues
- Budget issues
- FBLA; DECA; etc.
- February—results of January meeting
- February—innovations
- February—spotlight on teachers or programs (each issue)
- March—begin preview of upcoming fall conference
- March—reminders of other conferences—WBITE/NBEA, etc.
- April—e-mail end-of-year activities
- May 1—submission deadline
- May 10—mail membership forms and **newsletter alert** (Christy)

- May 15—published on Web site

Web Site

Notes from Web design analysis:

- Horizontal menu under logo and title
- Background color #C6E2FF
- Site map link at bottom of home
- Home page
 - Contains mission statement
 - Title
 - Logo
 - Description
- Did preliminary research on possible name change back to OBME. Could possibly use obeac-oregon.org

Buttons:

About Us:

- Bylaws/POW/Handbook/ Articles of Incorporation (?)
- Council with pictures
- Budget/Finances
- Minutes

Conferences:

- OBME 2007 and 2008
- WBITE—link
- NBEA—link
- ISBE—link
- Other links: FBLA, DECA, ACTE

Membership:

- Application
- Reasons for joining
- Photo gallery
- Full directory (password protected)
- Professional Associations
 - NBEA
 - WBITE
 - ISBE
- Business Partners

Communication:

- Newsletter—list of past years
- Hot flashes—e-mail updates
- Calendar
- Legislative
- Discussion Forums

Professional Development:

- Scholarships

- Winger
- Lammers
- WBITE PDI
- WBITE Professional Opportunity
- Job Openings

Resources:

- NBEA
- WBITE
- ISBE
- Lesson Plans
- Legislative
- Discussion Forums

Summary of individual assignments following Task Force meeting:

1) **Mary Ann**

- Summarize Task Force meeting; send also to Christy and Doug Veysey
- Update newsletter grid

2) **Twila**

- Send president's newsletter information by August 15

3) **Claudine**

- Send newsletter by August 27 to Dave at Metro Presort
- Send reminder to Council—August 15 deadline
- E-mail members about new Web site by September 1 or whenever it is done
 - “A makeover has occurred.” Ask members to check out newly designed web page.
 - Give us your feedback on:
 - User friendly
 - Content
 - Professional appearance and design

4) **Darlene (Appointed Lead Correspondent)**

- Send e-mail to 6 correspondents
 - Explain new process/duties of correspondents; will decide as a group what this really means
 - Will meet together as a group before the September 22 meeting
 - How to divide state to assist with directory update—to Christy by October 1 if possible
 - Divide duties (no longer will do a newsletter by themselves)
 - Feature articles (1 or 2 per edition)
 - How to report changes
- Update Web site by September 1 or ASAP

5) **Michael**

- Send out agenda and documents for September meeting by August 27
- Minute highlights of spring and summer planning meetings to Claudine by August 15

