

ALABAMA BUSINESS EDUCATION ASSOCIATION



THE PURPOSE OF ABEA IS TO PROMOTE QUALITY EDUCATION IN ALL PHASES OF BUSINESS AND TO ENCOURAGE PROFESSIONAL GROWTH AND COOPERATIVE INTERACTION AMONG ALL INDIVIDUALS INVOLVED IN THIS FIELD OF EDUCATION.

ALABAMA MEMBERSHIP DIRECTOR REPORT

Southern Business Education Association Convention, October 2018

Membership Director: Morgan Jones

Total Current NBEA Members: 69

SUMMARY OF ACTIVITIES AND EVENTS PROMOTING MEMBERSHIP

Alabama Association of Career and Technical Education (ACTE) Conference Birmingham, AL July 30-August 1, 2018

- Attending officers and members attended ALACTE Business meeting – discussed membership renewal and recruitment as well as ABEA Goals and upcoming conferences
- Recruited new members

Future Business Leaders of America (FBLA) State Leadership Conference Birmingham, AL - April 2018

- Set up a recruitment table at conference
- Recruited new members.

Additional Recruitments Activities and Events

- Promoted and recruited for ABEA and NBEA throughout the year through face-to-face, email, and social media contact.
- Maintained ABEA's web presence – website, Facebook, and Twitter.
- Corresponded with ABEA members via-email and phone.
- Corresponded with the ABEA executive board throughout the year.
- Contacted lapsed NBEA members every month to encourage to renew NBEA and ABEA memberships

Membership Update & Goals

- Our continued goal is to help Alabama business teachers see and benefit from the valuable opportunities ABEA and NBEA provides. We have created easier ways for members to join/renew their ABEA membership with paying dues online through CashApp and using an online membership form
- ABEA is planning our Alabama Business Education Association Conference. It is February 2, 2019 in Birmingham



Plans to Increase Membership

- We did not have an ABEA conference this past year due to SBEA being in Alabama. We hope that our membership will increase before our conference in the spring
- Build a social media presence
- Connect with lapsed members and continue to encourage renewal
- Connect with university students to encourage membership
- Encourage participation within NBEA, SBEA, and ABEA.
- Work with the ABEA President and President-Elect on newsletters with plans to include promotional recruitment activities and incentives

Ongoing Activities

- Connect with members and potential members at teacher events
- Maintain the ABEA website, Facebook, and Twitter pages
- Reach out to Alabama business teachers via email and social media

