

Policy Statement 100

This We Believe About the Future of Professional Collaboration in Business Education for Excellence

Business education professionals are at a crossroads in charting the future of the discipline. **We believe** excellence in business education requires professional collaboration among multiple stakeholders, including:

- business, industry, and community;
- professional organizations;
- educators, researchers, and learners; and
- policymakers

Excellence is not achieved without direction, and the course of this journey requires guidance from business education professionals and other stakeholders.

Collaborative Partnerships

Collaboration among stakeholders results in the following benefits:

- work-based learning experiences (e.g., job shadowing, internships, externships);
- college- and career-ready learners;
- curriculum standards aligned with workforce competencies;
- funding and support for education purposes;
- mentorship and scholarship opportunities for educators and learners; and development of a strong, educated, and diverse workforce.

Partnerships with business, industry, and community have a positive impact on student engagement. The added value of collaboration contributes to the development of a strong, educated, and diverse workforce. Partnerships help shape the future workforce by calibrating the direction and refining business education. While these partnerships allow for collaboration, professional organizations provide additional opportunities and benefits.

Professional organizations inform members of current business, industry, and community trends; strategies to address trends; and venues for business educators to practice and model professionalism. In addition, they provide opportunities for meaningful collaboration among educational professionals through courses, workshops, conferences, publications, communication, and advocacy.

Educators, researchers, and learners develop and enhance business knowledge and skills through active engagement with professional organizations. Business educators prepare learners of all ages to be successful in the classroom, the workplace, and life. Researchers investigate educational issues that lead to the advancement of education for and about business. The work of business educators requires collaboration among educators and researchers to address current and emerging workforce trends. This collaboration is vital for learners to be successful in the workforce.

Professional organizations offer opportunities for business educators to work collaboratively with policymakers to provide support for the discipline. Collaboration among business educators and other stakeholders leads to a shared vision that influences local, state, regional, national, and international policies. Collaboration with policymakers results in the development, implementation, and evaluation of legislation, policies, and guidelines for business education. This collaboration is necessary for all to realize the strength and value of business education programs, foster meaningful change, and recognize the essential role of business education in developing a competitive workforce.

Collaboration Challenges

Although the relationships developed and support garnered through collaborative efforts are essential, collaboration among all stakeholders is challenging. Some challenges include time, knowledge of processes and procedures, adequate support and funding, declining membership in professional organizations, and an awareness of critical issues. These challenges may constrain business educators in making connections with policymakers.

A lack of collaboration creates a separation between preparing learners and meeting the current and future needs of the workforce. This separation is heightened by the lack of collection, analysis, and dissemination of useful data. Residing in a data driven society, educators and researchers must communicate a common message to establish relevancy. Collaborative efforts are necessary to ensure a smooth transition and transfer of knowledge and skills from one generation to another.

We believe collaboration among all stakeholders

- enhances the learning experience and provides opportunities for problem solving, teamwork, analysis, and communication between business educators and learners.
- brings together many voices with a unified message thus expanding business education's visibility making the discipline more influential.
- generates a shared understanding of the importance and sustainability of business education programs through the collection, analysis, and dissemination of data for program advocacy.
- influences policy to strengthen business education.

Business educators should take advantage of collaboration opportunities with stakeholders to harness knowledge from collective partnerships that can elevate perceptions of the educational discipline. The ability to influence positive change is the most significant benefit of collaborative partnerships.

Therefore, we believe

- a common strategic vision allows educators and other stakeholders to guide students on a pathway to success in education, careers, and lifelong learning; and
- business education professionals have a stronger voice and greater influence when collaborating with business, industry, and community; professional organizations; educators, researchers and learners; and policymakers to advance excellence in business education.

PCBEE...Continuing Forward

This is the 100th “**This We Believe**” statement, which signifies not only the end of an era, but also the beginning of a new era. The Policies Commission for Business and Economic Education (PCBEE) continues to identify and define both existing and emerging issues in business and economic education. However, instead of the current “**This We Believe**” format used in the 100 statements written from 1959-2017, one “policy paper” will be developed each year. The policy paper will focus on current and existing research topics that are relevant to business and economic education. In addition to the policy paper, accompanying talking points will be developed.

The Commission, through this effort, will continue to collaborate with business, governmental, and educational communities. The Commission will continue to develop recommendations for achieving set goals, clarifying issues, and unifying the efforts of the various business education groups represented on the Commission.

PCBEE committee members will continue to be representatives from the following four business education organizations: Business Education Division of ACTE (Association for Career and Technical Education), ARBE (Association for Research in Business Education), NABTE (National Association for Business Teacher Education), and NBEA (National Business Education Association).