Core Standards for Business Education Associations

Adopted by NBEA’s Executive Board of Directors on November 4, 2022

The NBEA Executive Board of Directors recommends affiliate and affiliate-plus associations follow these “Core Standards for Business Education Associations.” The core standards aim to provide a vision for a healthy and thriving business education association. Meeting these standards will ensure business education associations stay healthy, relevant, and vibrant for years. **While NBEA cannot enforce or require another association to follow these standards, NBEA does bear responsibility for providing a vision and national leadership on the service standards for its affiliated associations. Please use these core standards to maintain and grow your association.**

Standard 1. - Strategic Plan

Associations affiliated with NBEA shall:

A. **Have a strategic plan that guides the association.** Boards that follow a strategic plan are focused and intentional. Boards that make the strategic plan a central part of every board meeting can accomplish more and move the association forward. If your association needs assistance in developing a strategic plan, NBEA has experienced facilitators that can assist your association in creating one.

Standard 2. - Financial Accountability

Associations operating as non-profit organizations shall:

A. **Have An organizational bank account.** Revenues collected from associations must be deposited into the association’s separate and independent bank account. Associations should avoid allowing individuals to collect monies for the association and deposit those monies into personal bank accounts to reimburse the association later. When a check, money order, or other payment instrument is submitted to an association and deposited in its organizational account, there is a clear audit trail for the deposit and the purpose of the money.

B. **Consistently file the appropriate non-profit Form 990 with the Internal Revenue Service** when revenue exceeds $50,000 annually. File any other state documents that ensure your association complies with its state non-profit statute.
C. **Have an accounting firm perform an annual audit, review, or, at minimum, an accounting compilation depending on the amount of revenue earned by the association.** These steps provide members confidence and transparency about how their money is used. Audits can be expensive and impractical for associations with low revenue. All associations should review the non-profit statute in the state where your association is incorporated for any specific requirements or consult with a qualified non-profit accountant.

D. **Have an annual budget.** The annual budget shall be submitted by a finance committee to the association’s board of directors annually.

**Standard 3. - Governance**

Associations affiliated with NBEA shall make governing documents available to members of the associations. Members have the right to have transparency about the rules by which their association is governed. Associations should have the following and, when applicable, available to members:

A. **Articles of incorporation** - outline the organization's relationship to the state government in which the association operates.

B. **Bylaws** - outline the relationship of the association to its members. Bylaws outline how membership is determined, leaders are chosen, terms of dissolution, and more.

C. **Policies and Procedures** - interpret the bylaws and articles of incorporation. Policies and procedures often provide more specificity on the operational details of the association.

D. **Directors and Officers Liability (D & O) Insurance** - At a minimum, associations should obtain directors and officers insurance or “D & O.” Directors and officers ability insurance protects the personal assets of corporate directors and officers, and their spouses, in the event employees, vendors, competitors, investors, customers, or other parties, personally sue them for actual or alleged wrongful acts in managing an association. Associations may need additional insurance policies depending on the size and scope of the association.

E. **Have board members attend a training course that orients them to their fiduciary duties and expectations** for serving on the board. NBEA will make online board member training available to its members for free.
Standard 4. - Communications and Events

An association affiliated with NBEA shall:

A. **Have a regularly published newsletter** and be posted in a timely fashion and available on the association’s website. Newsletters ideally have relevant and pressing news. Modern communications require brevity and relevance.

B. **Have a regularly updated website that reflects the activity of the association.**
   Announcements of events should be posted well before the event. Websites should constantly have updated and relevant information indicating the association’s activity and value.

C. **Host in-person or virtual events at least quarterly** that unites members for networking, professional development, and discussion on trends and issues in the profession. State associations are in the best position to focus on state issues. Promotions of these events should be made ideally at least 60 days in advance for stakeholders can schedule a time to attend.

D. **Host an annual conference, business meeting, or gathering.** The benefits of a yearly meeting are considerable and necessary to maintain a healthy association. Affiliate-plus associations can obtain support from NBEA in hosting an annual conference. Contact NBEA for additional details.

Standard 5. - Advocacy

An association shall:

A. **Develop quality relationships with a state department of education staff supervising business education.** Integrate them into webinars and networking sessions, and allow them to serve as a significant resource to the association.

B. **Have an advocacy committee that monitors pending legislation affecting business education in the states or jurisdictions where they operate.** The proposed bill can be tracked state-by-state at the Conference of State Legislature’s website.
Standard 6. - Public Service Project

An association affiliated with NBEA shall:

A. **Identify a reasonable annual public service project that promotes the association’s mission and position in the community.** A public service project could be the promotion of a state or national scholarship goal, disaster relief effort serving business educators, or other activity that gives the association a role in reaching out to the public through service. This standard can be met in many ways and should not be considered overly burdensome. Business educators are caring and compassionate people. This standard is intended to showcase that within the association’s brand.