

## SIEC MARKET PLACE 2019: SIEC TOMORROWLAND REVISITED

By Gerry Begeman and Cege Eckstrom

Our SIEC-2019-Greece Market Place task involved nearly 40 delegates from our SIEC membership. This was a follow-up on the SIEC 2017 Market Place-Puerto Rico when the question was raised as to how will SIEC look in 5, 10, or 15 years.

Our mission statement was reviewed: “To be the premier professional international education organization for those engaged in business education.” Also, our vision statement was read as well: “To enhance the international perspective of business and business education professionals.” These statements were provided in writing to the delegates present. The SIEC 2017 Market Place-Puerto Rico suggested that we as delegates and members develop a strategy, a focus, to provide the direction we want to take going forward to better continue to engage our membership.

Professional Development Committee chairperson, Gerry Begeman facilitated the discussion. Delegates were asked to brainstorm at our 2019 SIEC Conference about what things SIEC is doing well, what can we do better, then record ideas that may help us grow in SIEC, and list ways we may approach current needs. A brief summary of results are as follows:

**Things done well:** Well-planned, and inviting international conference; longevity of SIEC (100+ years); some teacher and student exchanges; we are “family”; excellent opportunities to network; welcoming young, old and first-time members; well-structured meetings; mission focus; idea exchanges; professional journal and newsletters are done well; mentoring of research and language skills; communication options—website, Facebook, SIEC newsletter, e-mails; at annual conference—good speakers, good research, good industry and company visits; good diversity.

**Needs:** Local chapters need to involve young members more; develop a strategic plan—select several strategic actions annually; implement with dedicated members and leadership management; develop a proactive marketing plan; student memberships at low cost; dedicated public relations manager to be appointed; restructure website with mission, vision, policies and procedures; include country reports on the website; get funding through Erasmus projects; utilize YouTube channels to promote; create a needs analysis from members; more cross-cultural awareness development; provide opportunity on social media in which members have a voice and to let us know their professional needs; generate new revenue streams; share teaching tips; offer training sessions by teleconference or YouTube.

**Ideas to Grow:** Encourage student membership at low costs; use communication tools that young people choose; hold conference earlier; work more closely with chambers of commerce,

businesses, and ministers of education in various countries; offer a “first timer” scholarship; call for presentations should include price of SIEC conference and the deadline for registration; reduced fee for presenters; address finance/registration fee for developing countries; plan for a shorter, therefore, less expensive conference; publish member attendees and e-mails ahead of the conference; develop a “buddy” system to exchange ideas between members; utilize our students to communicate with members through videos; utilize a strategic plan and focus as a follow through from this 2019 Market Place! Seek broad-based funding from businesses for scholarships, conference funding, etc.; offer more teaching “tools and ideas” online. Develop a flyer brochure for membership in SIEC-ISBE; send SIEC-ISBE organizational information to large groups of teachers to help promote and recruit; reach out to Latin America, Africa, and Asia to include more from those cultures.

The above is a generous sampling of the ideas that came forward. Great ideas are offered, and now it seems that a strategic plan is necessary to establish priorities and focus.

The new SIEC-ISBE 2019 2021 President Evelyn Meyer from Austria presented some strategies for our organization from her group. A need was stated for developing a market plan, media plan, and a dedicated PR manager according to the group she was in.

Mary Millikin, USA, has offered to help put together a strategic plan and focus for SIEC and provide this to the Executive Committee for their review, feedback, and implementation.

Readers are invited to view on our SIEC-ISBE members Facebook page two of these group reports that were recorded at SIEC 2019 Market Place--one by Evelyn Meyers’ group and the other by Karen O’Connor’s group.