MBA Research & Curriculum Center

Strategic Plan 2019–2024

Professional Development

College & Career

Learning Standards

Advocacy

Partnerships
LETTER FROM THE CEO AND CHAIR

Since 1971, MBA Research and Curriculum Center has partnered with states to strengthen business administration education nationwide. Originally, the organization’s sole focus was to create competency-based instructional materials for use in distributive education programs. Today, MBA Research is organized as a consortium of 26 state education departments and other organizations, and has broadened its efforts to support all business administration teachers in the preparation of students for careers in the Business Management, Finance, and Marketing clusters.

Over the years, MBA Research expanded its role by spearheading the creation and ongoing validation of national business administration standards based on primary and secondary business research, providing business engagement activities, developing competency-based courses, writing instructional modules known as LAPs, and creating assessments. To assist teachers with product implementation and use of best practices, MBA Research has sponsored a variety of professional-development activities including its annual conference, Conclave; an accelerated, six-course business administration program, High School of Business™; a bi-annual workshop to develop state and local leaders, the Leadership Forum; and numerous state-sponsored presentations.

MBA Research’s board of trustees initiated a strategic-planning process in October 2018 at its annual consortium meeting. Trustees asked consortium representatives to frame what they considered important initiatives for MBA Research staff to pursue. This was followed by a survey of state CTE directors and all consortium representatives in which they prioritized these initiatives and responded to additional questions. This feedback was used to guide the board’s thinking in the development of a strategic plan. The strategic-planning process was facilitated by Dr. Brian Pyles (State Director, Office of Career and Technical Education, Michigan). During this process, the board used MBA Research’s mission and vision statements as guideposts in analyzing which of the identified initiatives to include in the strategic plan. This plan will be instrumental in determining MBA Research’s future endeavors.

Brenda S. Clark, President/CEO
MBA Research and Curriculum Center

Kevin Reisenauer, Chair
MBA Research Board of Trustees

Brenda S. Clark, President/CEO
MBA Research and Curriculum Center
Strategic Plan Summary

Mission: To support educators in the preparation of students for careers in business and marketing
Vision: MBA Research shall be the recognized leader in the development of programs, strategies, and curricula to prepare students for career-oriented, leadership positions in business and marketing.
Created for your state. Your schools. Your students.

MBA Research and Curriculum Center is dedicated to supporting educators in the preparation of students for careers in the areas of business administration, including Business Management, Finance, and Marketing. We are a not-for-profit operated by a consortium of state education departments.

MBA Research supports a systems approach to the teaching of business that includes:

- Listening to the business community to understand what changes are occurring that impact business skills
- Building industry-validated and research-based national content standards for the clusters of Business Management, Finance, and Marketing utilizing a Business Administration framework
- Curriculum design to identify learning outcomes to help students prepare for real-world careers in business
- Professional development focused on improving teacher effectiveness in the classroom
- Instructional support to help both students and teachers with learning tools that focus specifically on developing key understandings and skills
- Valid and reliable assessments that document proof of learning via industry-based certifications, digital badges, and recognitions

The result is a highly skilled workforce prepared for the economic development needs of the future.

In Oklahoma, MBA Research recently facilitated futuring panels with over 40 industry experts to discuss trends and skill sets needed to satisfy our state’s future employment needs within the business management, finance, and marketing career cluster areas. Discussion topics included skills for workplace success, emerging careers and career pathways, and big-picture topics employees should be aware of. We look forward to receiving the final reports that will help refocus our efforts to build relevant career pathways leading to student success in the workplace.

— Carrie DeMuth  
State Program Administrator  
Business, Marketing, and Information Technology Education  
Oklahoma Department of Career and Technology Education

Learn More

We invite you to learn more about us by contacting Brenda Clark, Ed.D., President/CEO, at 614-486-6708, or ClarkB@MBAResearch.org.