



## The Value of VSBA Membership

### OVERVIEW

Membership in your school boards association provides a host of benefits and provides access to a range of services that help school boards and school administrators effectively and efficiently govern at the local level. What benefits do you receive for your dues? Read on to learn the value of VSBA membership.

### THE BOTTOM LINE: UNMATCHED VALUE

VSBA strives to offer value to our members. Your membership dues grant benefits to your entire board and division staff. Use the following services chart to compare VSBA to other education-related professional organizations.

Service Area	VSBA	Other Organization
State Governance Expertise	<input checked="" type="checkbox"/>	
Federal Governance Expertise	<input checked="" type="checkbox"/>	
Meetings & Conferences	<input checked="" type="checkbox"/>	
Webinars	<input checked="" type="checkbox"/>	
Professional Development & Training	<input checked="" type="checkbox"/>	
Professional Legal Consultation	<input checked="" type="checkbox"/>	
Access to Cost-saving Insurance Services (VACORP)	<input checked="" type="checkbox"/>	
Access to VSBA Policy Services	<input checked="" type="checkbox"/>	
VSBA BoardDocs	<input checked="" type="checkbox"/>	
Affordable Superintendent Search Services	<input checked="" type="checkbox"/>	
Legislative Advocacy	<input checked="" type="checkbox"/>	
Federal Advocacy	<input checked="" type="checkbox"/>	
VSBA Newsletter	<input checked="" type="checkbox"/>	
VSBA Virginia Daily Education News	<input checked="" type="checkbox"/>	
Podcasts on Relevant Topics	<input checked="" type="checkbox"/>	
Statewide Media Relations	<input checked="" type="checkbox"/>	
Statewide Award and Recognition Programs	<input checked="" type="checkbox"/>	
Friends-of-the-Court Briefs	<input checked="" type="checkbox"/>	
Quality Publications	<input checked="" type="checkbox"/>	

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## **VSBA SERVICES**

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### **A Statewide Organization Focused on School Governance**

Virginia School Boards Association, a voluntary, nonpartisan organization of Virginia school boards, promotes excellence in public education through advocacy, training and services.

### **VSBA's Experienced Staff**

VSBA's team of professional staff is dedicated to the governance issues that school boards and administrators face every day. And, because we field thousands of calls and e-mails on governance issues each year, we continue to build our knowledge base every day.

### **Many of the services and publications VSBA offers are free to members.**

For members who need special assistance, VSBA offers a wide array of leadership development and customized fee-based programs and services. This allows the Association to keep membership dues at stable levels while providing a greater level of services to member boards when the need arises.

### **Advocacy**

VSBA's advocacy efforts on the state and federal levels are directed by the 847 locally elected/appointed officials that comprise its membership. As VSBA members and locally elected/appointed education leaders, board members are in the best position to identify those issues that most need the support, time and attention of the Association.

Issues go to the full membership through the resolutions process. Proposed resolutions are passed by a member school board or VSBA's Board of Directors and submitted to VSBA for consideration by member delegates at the Annual Business Meeting each November. Adopted resolutions become the position statements that form VSBA's legislative agenda.

### **VSBA promotes the value of public education at the state and federal levels in the following ways:**

#### **Governmental Representation**

VSBA advocates an aggressive and effective legislative program based on resolutions adopted by delegates at Delegate Assembly and on positions taken by the Board of Directors.

#### **Task Forces on Hot Topic Issues**

VSBA coordinates Task Forces on an as-needed basis to make recommendations to the Virginia General Assembly, give reports the Virginia Board of Education and to stay ahead of current issues facing education today.

#### **Friend-of-the-Court Briefs**

VSBA crafts friend-of-the-court briefs to support member legal actions of statewide significance.

#### **Capital Conference**

An annual advocacy training event that gives board members the information and skills they need to fulfill their roles as grassroots educational policy advocates at the state level. Members hear from state leaders about the state budget and issues directly affecting their divisions, then lobby their state legislators at the state Capitol.

#### **Legislative Liaisons and Legislative Alerts**

VSBA provides electronic Legislative Alerts and Calls to Action when issues demand direct involvement of all VSBA members.

#### **VSBA Newsletter**

VSBA's newspaper is published ten times annually and is distributed to VSBA members, as well as superintendents and school board clerks, public officials and the media via email. VSBA Newsletter contains the latest information regarding lobbying, legal issues, leadership development, and policy development, and includes updates on current issues in education and local programs of note.

#### **Publications**

VSBA offers a variety of handbooks and guidebooks for school board members on subjects.

**Expert Advice**

VSBA staff can answer your questions on legal issues, governance, policy, public relations and legislative issues related to education.

**Research**

VSBA uses timely reports, surveys and community engagement to track, conduct and disseminate the latest in education-related research and trends that affect school boards' advocacy and governance activities.

**Virginia Daily Education News**

VSBA keeps school board members and division officials up-to-date on the latest in education news from around the state by providing stories from news sources across the state. Simply click on the headlines to access the full story on the source's website.

**Leadership Development**

VSBA offers a variety of leadership development opportunities, both in the classroom and online, to meet your leadership team's developmental needs.

**The Annual Convention**

VSBA's premier three-day event in November provides your leadership team with the latest in leadership development and cutting-edge solutions to education issues. From the opening keynote kickoff to the Friday morning closing session breakfast, the convention is packed with education seminars, speakers on hot-button topics, a celebration of school board achievements, the pre-convention workshops, plus special networking breakfasts and other opportunities to share with school board members from around the state. It features the Delegate Assembly, where VSBA positions are established for the coming year. It includes student performances each year and art displays. It features one of the largest exhibitions of vendor services in the state.

**New School Board Member/Superintendent Orientation**

This Orientation features foundational knowledge and skills for new board members. Participants immerse themselves in critical aspects of boardsmanship, explore financial and curriculum issues, get answers to questions, and leave with knowledge and skills that can help make board service more rewarding and productive.

**Governance Team Development Sessions**

These customized sessions, held at the VSBA Center for School Board Development, provide school board members and superintendents individualized training focus on topics including; roles and responsibilities, goal setting, communication, and more. These sessions give the school board and superintendent the opportunity to discuss board process and norms on a case-by-case basis.

**Legal Seminars**

VSBA's Legal Department provides seminars, workshops, and webinars on legal topics that affect board members, superintendents, school staff, and school board attorneys. These events include the annual School Law Conference and legally-focused sessions at the Annual Convention.

**Helping You Honor Success and Accomplishment**

VSBA coordinates an annual School Board Appreciation Month to honor the everyday contributions of school board members and we annually recognize a Regional School Board Member of the Year, and a School Board of the Year (based on applications). We also honor your employees with the annual School Employer Commendation Awards. The VSBA hosts a number of competitions and challenges including the Green Schools Challenge, Food for Thought Competition, Excellence in Workforce Readiness Awards, and more, offering your school division the opportunity to receive state-wide recognition for your efforts. The VSBA also honors school divisions that seek to improve learning environments through its annual school architecture competition.

**Statewide Media Relations**

VSBA's staff has developed relationships with statewide media outlets and has become more effective in generating diverse media coverage about public school issues. VSBA staff members are regularly contacted for comment, story leads and to provide background explanation on public school issues.

## **VSBA Task Forces**

The VSBA board of directors have established four individual task forces to research and keep an eye on best practices as they relate to various aspects of Public Education in Virginia. These Task Forces meet as a group and as various subcommittees to generate best practices and guidance for divisions across the Commonwealth. The Task Forces include: Collective Bargaining, Students and Schools in Challenging Environments, Virtual Learning, Workforce Readiness.

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## **CUSTOM SERVICES**

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### **Legal Information**

Superintendents and board members in divisions which are members of VSBA's Legal Assistance Fund have access to the VSBA Director of Legal and Policy Services for legal information.

### **Policy Services**

VSBA Policy Services provides sample policies reflecting state and federal law to members of VSBA Policy Services. The sample policies are reviewed on the schedule mandated by law and updated as necessary. At least two Policy updates are distributed each year. The Policy Updates include new and revised policies based on changes in state and federal law. The sample policies are available on a password protected section of the VSBA website. Membership in VSBA Policy Services also enables superintendents and Policy Contacts to discuss sample policies with VSBA's Director of legal and Policy Services.

### **Superintendent Search Support**

VSBA offers several tools to help boards conduct successful administrative searches, including The Search Manual and Superintendent's Contract Guidebook, and a teambuilding training.

### **K-12 School Education Foundation Support**

Your VSBA membership entitles you to advice on establishing and fostering your education foundation. The Foundations Workshop is held Annually each fall. We're ready to offer your division guidance on planning for your foundation, establishing the board, goals and objectives, recruiting and motivating volunteers, policies for your foundation operations, ideas for fundraising, and more. You may also want to check out the websites for the [National School Foundation Association](#) and the [American Schools Foundation Alliance](#).

### **School Service Partners Program**

VSBA investigates companies that offer services that divisions need. We've done the research to find reputable companies that can offer your division outstanding services at reasonable rates. For more information on these programs, contact VSBA at (800) 446-8722 or at [www.vsba.org](http://www.vsba.org).

### **VSBA BoardDocs**

Through VSBA's partnership with Dilligent, BoardDocs offers divisions a user-friendly approach to paperless board meetings. Utilizing BoardDocs provides school governance teams an opportunity to streamline operations and reduce the size of board packets by up to 75 percent.

### **BPA Insurance**

Benefit Plan Administrators, Inc. (BPA) has been helping employers of all sizes successfully manage their healthcare benefits. Headquartered in Roanoke, Virginia since 1965. BPA is the Virginia School Boards Association's preferred partner for health benefits.

### **BuyBoard National Purchasing Cooperative**

VSBA has joined 15 state school boards associations around the country to bring the value and power of the BuyBoard National Purchasing Cooperative to its members. BuyBoard is an online purchasing cooperative designed to streamline the purchasing process and help its members make confident buying decisions.

### **Forecast5 Analytics**

VSBA has partnered with Forecast5 analytics to offer school divisions the opportunity to gain insights needed to make informed decisions about current year budgets, future financial scenarios, students' levels of engagement and learning progress, and other major considerations. Forecast5 Analytics is committed to enabling academic leaders to more effectively manage their resources, achieve education

outcomes, and improve academic ROI in today's challenging environment for the betterment of their students and communities.

**VACORP**

VACORP provides coverage to more school divisions and county agencies than any other provider. Because of our strength in numbers, we provide a way to spread risk among numerous like entities. This gives you predictability of claims, targeted risk controls, and a best-practices approach to making sure your every need is considered.