



# VSBA

**Virginia School Boards Association**

Leadership • Advocacy • Support

# 2024 VSBA Business Honor Roll Participation Guide



Participation in VSBA initiatives and observances is optional. School boards in Virginia have the discretion on whether to participate locally. Any related materials from the Association are shared as suggested ideas for implementation for any board that may choose to do so.

# 2024 VSBA Business Honor Roll

Dear School Board Member/Superintendent:

Local businesses have the power to shape community attitudes about public schools, and the VSBA Business Honor Roll is a way for local school divisions to recognize local businesses for their support, especially as schools face increasing budget uncertainty. The Business Honor Roll helps divisions say “thank you” to these businesses for their vital contributions.

Businesses large and small, corporate-owned or family-run, play a key role in supporting our communities and local schools. They contribute to our school divisions in many ways, including helping schools with in-kind or financial contributions, donating to scholarship programs, supporting extracurricular activities, offering internship opportunities, volunteering in the schools, and sponsoring field trips. This type of support is invaluable.

If you are working with a local business or organization that deserves recognition, your division can nominate up to three businesses to the VSBA Business Honor Roll by passing a resolution (sample enclosed) and submitting the online form to us by **March 31, 2024**.

Later this year, VSBA will publish the Business Honor Roll in the Association’s newsletter and recognize the businesses or organizations on the VSBA website. We also will mail personalized recognition letters of congratulations for each business and send the division contact a copy of the letter and electronic certificate(s) in time for boards to present to the businesses or organizations at a May school board meeting.

We appreciate your participation in this effort. Please contact [communications@vsba.org](mailto:communications@vsba.org) or 800-446-8722 if you have any questions.

Sincerely,



Gina G. Patterson  
Executive Director

# 2024 Nomination Process

- ☐ **Complete the 2024 VSBA Business Honor Roll Nomination Form**
- ☐ When submitting the form, please attach all resolutions. Every resolution submitted **must** be signed by the **entire** school board to qualify.
- ☐ The letter and certificates will not be sent out until the nomination form is completed and VSBA has received a completed and signed resolution.
- ☐ The submission deadline is **March 31, 2024**
- ☐ Divisions may nominate up to 3 businesses or organizations.

## SAMPLE RESOLUTION

### 2024 VIRGINIA SCHOOL BOARDS ASSOCIATION BUSINESS HONOR ROLL

**WHEREAS**, public schools and local businesses are an integral part of this community; and

**WHEREAS**, many local businesses play a crucial role in supporting our schools; and

**WHEREAS**, the economic health of our community, state and nation depends on a strong public school system; and

**WHEREAS**, collaboration between local public schools and local businesses strengthens schools and the business community alike by providing a well-trained and highly educated workforce; and

**WHEREAS**, an excellent public school system is vital to the quality of life in this community and fundamental to preserving a strong democratic society now and in the future; therefore, be it

**RESOLVED** that the \_\_\_\_\_ (name of school division) School Board names \_\_\_\_\_ (name of business) to the 2024 Virginia School Boards Association Business Honor Roll, showing appreciation for the \_\_\_\_\_ ongoing support of this community's public schools. Your work has aided this community in focusing on the goal of providing the best public schools we can for every child who attends them.

# Sample News Release

## News Release

### For Immediate Release

[DATE]

#### Contact

[NAME]

[PHONE]

### School Division Recognizes Local Businesses for Their Support

[CITY/COUNTY], VA – The \_\_\_\_\_ [DIVISION] School Board recently recognized [INSERT COMPANY NAMES] for their strong support of their division's schools. The businesses were honored as part of the Virginia School Boards Association's 2024 Business Honor Roll program. The program, in its fifth year, gives school divisions a way to say "thank you" to local businesses and recognize them for their valuable contributions to the schools.

[LIST COMPANIES AND THE CONTRIBUTIONS THEY HAVE MADE TO THE  
DIVISION]

According to [INSERT NAME], school board chair, "The [CITY/COUNTY] school division and its students, board members, administrators and staff would like to express sincere appreciation for all that these businesses do for the children of our community."

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

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# Tips for Honoring Business Honor Roll Recipients

## **Tips for school board members and division administrators:**

- Present the certificates of appreciation provided by VSBA to each business during your spring recognition programs.
- Encourage your local media to feature local businesses in a special article that focuses on the businesses' impact on schools.
- Put a message on your school marquees thanking your businesses for their support.
- Introduce business leaders during halftime festivities at a high school game or event. Include a message thanking them in your game program or on the scoreboard.
- Add a special business recognition "thank you" to the division's web site homepage.
- Submit a guest column, letter to the editor, or opinion piece to your local newspaper or online news blog detailing the impact local businesses have on schools.
- Host a reception for Business Honor Roll recipients prior to a regularly scheduled board meeting.
- Ask community groups to invite Business Honor Roll recipients to speak about how businesses and schools should work together to strengthen the community.

## **Tips for staff, students, and parents:**

- Ask students to write notes to Business Honor Roll recipients thanking them for their support.
- Invite recipients to visit schools/classrooms and have students give a "thank you presentation" during their visit.
- Invite Business Honor Roll recipients to speak to business classes to explain the impact the students and schools have on their businesses.
- Invite Business Honor Roll recipients to a breakfast, lunch, or dinner prepared in their honor by home economics or vocational students. Use student artwork on the placemats.
- Present examples of student artwork or school t-shirts or sweatshirts to business leaders.
- Present each Business Honor Roll recipient with a plant grown by the horticulture students.
- Have culinary arts or family and consumer science students bake a cake to serve at a recognition ceremony.
- Invite business leaders to "shadow" a student, teacher or principal through a typical school day or ride a school bus through its route.
- Ask Business Honor Roll recipients about opportunities for students to shadow them or volunteer at their company to promote workforce readiness.
- Ask the student editors of school newspapers and blogs to run an editorial highlighting local businesses' impact on the school or division.
- Sponsor a student poster or essay contest to thank businesses for their support. Display the results in local banks, post offices, or libraries. Send a photograph of the winners to local newspapers and the VSBA.



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