



VSBA

Virginia School Boards Association

Leadership • Advocacy • Support

VSBA 2026-2029 STRATEGIC PLAN

MISSION

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

VISION

VSBA is recognized and respected as an innovative leader in public education.

GOALS



LEADERSHIP

To maximize student achievement by taking a leadership role in education reform.



ADVOCACY

To advocate effectively for Virginia's public schools and children before all levels of government and the public.



SUPPORT

To achieve 100% participation of member boards in VSBA services and activities.



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STRATEGIES



LEADERSHIP

To maximize student achievement by taking a leadership role in education reform.

- VSBA representatives participate in regional, state and national conferences.
- Increase engagement with key stakeholders.
- As needed, convene task forces or committees on timely topics.
- Identify and communicate best practices and challenges facing member boards.
- Have VSBA representatives serve on key groups and committees.



ADVOCACY

To advocate effectively for Virginia's public schools and children before all levels of government and the public.

- Develop and implement year-round advocacy initiatives by providing ongoing opportunities for participation and maintaining consistent, proactive communications efforts.
- Provide advocacy related training opportunities for member boards.
- Provide opportunities for members to advocate at the State and National Level.



SUPPORT

To achieve 100% participation of member boards in VSBA services and activities.

- Maintain an accurate database of school board members, superintendents, clerks, and other stakeholders.
- Provide information to school board members, superintendents, and clerks to inform them of VSBA services and programs annually.
- Monitor member board participation in VSBA activities.
- Offer relevant trainings, meetings, and conferences to member boards.
- Utilize marketing and communications strategies.
- Offer partner services and products to member boards.
- Provide up to date educational resources for member boards.
- Create a sense of belonging to the association.