



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 school-related professional organizations.

Service Area	VSBA	Other Organization
State Governance Expertise	<input checked="" type="checkbox"/>	
Federal Governance Expertise (NSBA)	<input checked="" type="checkbox"/>	
Governance Training	<input checked="" type="checkbox"/>	
FREE Professional Development	<input checked="" type="checkbox"/>	
FREE Professional Legal Consultation	<input checked="" type="checkbox"/>	
Access to Cost-saving Insurance Services	<input checked="" type="checkbox"/>	
Access to VSBA Policy Services	<input checked="" type="checkbox"/>	
Reduced-fee VSBA BoardDocs	<input checked="" type="checkbox"/>	
Reduced-fee Superintendent Search Services	<input checked="" type="checkbox"/>	
Access to the online VSBA Policy Reference Manual	<input checked="" type="checkbox"/>	
Legislative Advocacy (updates, bill tracker)	<input checked="" type="checkbox"/>	
Federal Advocacy (NSBA)	<input checked="" type="checkbox"/>	
FREE VSBA monthly Newsletter	<input checked="" type="checkbox"/>	
FREE VSBA Daily News	<input checked="" type="checkbox"/>	
Statewide Media Relations	<input checked="" type="checkbox"/>	
Member Communications (VSBA Newsletter)	<input checked="" type="checkbox"/>	
Statewide Award and Recognition Programs	<input checked="" type="checkbox"/>	
FREE Friends-of-the-Court Briefs	<input checked="" type="checkbox"/>	
Quality Publications (School Board Handbook)	<input checked="" type="checkbox"/>	

VSBA SERVICES

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.

A National Organization Focused on School Governance

The National School Boards Association (NSBA) is a federation of state school board associations from across the United States. Your VSBA dues are devoted, in part, to supporting and strengthening your national school board association. A membership in VSBA entitles Virginia school divisions access to NSBA's quality resources and reduced registration fees at NSBA events.

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.

Friend-of-the-Court Briefs

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

Legislative Conference

An annual advocacy training event in January or February 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. (fee-based)

Federal Relations Network (FRN)

An annual event each year where school board members from each Congressional division lobby their federal representatives in Washington, D.C., including Virginia's two senators, on federal issues such that affect school divisions. This conference is sponsored jointly by VSBA and the National School Boards Association. FRN members also advocate their positions throughout the year. (fee-based)

Legislative Liaisons and Legislative Alerts

VSBA provides electronic Legislative Alerts and Calls to Action when issues demand direct involvement of all VSBA members. (dues-based)

VSBA Newsletter

VSBA's newspaper is published monthly 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. (free based on membership)

Publications

VSBA offers a variety of handbooks and guidebooks for school board members on subjects such as the Charter School Manual (free based on membership), Becoming a School Board Member (free based on membership) VSBA Budget Manual (free to members), VSBA Freedom of Information Handbook (free based on membership), and Critical Issues Publications on timely information. (free based on membership).

Expert Advice

From the No Child Left Behind Act to the Common Core standards, to Charter Schools, VSBA staff can answer your questions on legal issues, governance, policy, public relations and legislative issues related to education. Anticipating a Charter School application? VSBA can offer advice! (free based on membership)

Research

VSBA uses the Internet, timely reports and periodicals, 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. (free based on membership)

Daily News

VSBA keeps school division officials up-to-date on the latest in education news from around the state by providing stories from newspapers across the state. Simply click on the headlines to access the full story on the newspapers website. (free based on membership)

Leadership Development

VSBA offers a variety of leadership development opportunities, both in the classroom and online, to meet your leadership team's developmental needs. (free based on membership and fee based)

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 more than 40 education seminars, speakers on hot-button topics, a celebration of school board achievement, 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. (fee-based)

New School Board Member/Superintendent Orientation

The New Member Orientation is offered twice a year. This Orientation features foundational knowledge and skills for new board members. Participants immerse themselves in critical aspects of boardmanship, 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. (fee-based)

Board Member Academy

These events, held at the VSBA Center for School Board Development, provide school board members and superintendents individualized training focusing on roles and responses; school law and communication process. These sessions give the school board and superintendent the opportunity to discuss board process and norms on a case-by-case basis. (free based on membership)

Legal Seminars

VSBA's Legal Department presents seminars and workshops on legal topics that affect board members, superintendents, school principals, pupil services personnel, committees for special education (CSE) chairs and other school staff, and school attorneys. These events include the annual School Law Conference, and the Policy Workshop. (fee based)

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 School Board Member of the Year, and a school board of the year. We also honor your employees with the annual School Employer Commendation Awards. The VSBA hosts the Green Schools Challenge, offering your school the opportunity to receive state-wide recognition for your sustainability efforts. The VSBA also honors school divisions that seek to improve learning environments thru its annual school architecture competition. (free based on membership)

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.

CUSTOM SERVICES

VSBA Insurance Services

We provide the only insurance programs that are owned and managed solely by Virginia Public Schools – these are your program, run by your fellow school board members. Our insurance staff is experienced and knowledgeable about the needs of your school division.

We provide dynamic safety training that includes on-site training for transportation, food service, and maintenance staff. We have developed on-line safety training specifically designed for Virginia teachers. We save you money by keeping your staff and students safe. (fee-based)

Policy Manual

The VSBA Policy Manual delivers sample policies to meet school divisions' needs, including revisions, and new policies and/or regulations, to reflect the latest changes to state and federal laws and regulations. (fee-based)

VSBA Sample Policies

VSBA Sample Policies are available on a password protected section of the VSBA website and on CD. (fee-based)

Policy Update

VSBA provides at least two Policy Updates every year. These updates include new and revised policies based on changes in state and federal laws. (fee-based)

Superintendent Search Support

VSBA offers several tools to help boards conduct successful administrative searches, including The Do-it-Yourself Search Manual and Superintendent's Contract Guidebook, and a teambuilding workshop called "Transitions." (fee-based)

K-12 School Education Foundation Development Program

Your VSBA membership entitles you to advice on establishing and fostering your education foundation, as well as reduced fees for members to webinars and workshops related to education foundations. 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](#). (free based on membership)

PR & Communications Services

The VSBA has partnered with Title20 Consulting, LLC to offer communications and public relations services as a membership benefit, including annual support packages, workshops, and various a la carte services. (fee-based)

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.

VSBA BoardDocs

Through VSBA's partnership with Emerald Data Solutions, 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.

Milestone Communications

VSBA has partnered with Milestone Communications. Milestone develops stealth wireless towers in partnerships with local schools and governments, generating millions of dollars annually.