



**1805 Chantilly Street
Richmond, Virginia 23230
www.vassonline.org**

Member Benefits

The purpose of this association is to provide leadership in identifying and advocating the needs of public school students through policy development and other appropriate action; to provide professional activities and services that enhance the leadership role of superintendents; to encourage and provide leadership that works continually for the improvement and advancement of education and for public interest in and support of improved schools; to work for an improved process of educational administration; to assist in solving problems of organization and planning that arise as a result of the improvement process; to work for more effective preparatory and in-service training for educational personnel; to place prime importance on the upgrading of teaching and learning and improvement of curriculum; to insist on the provision of equal rights for all; and to seek all (source: VASS Constitution).

Member Advocacy

- Legislative advocacy with the Governor, Secretary of Education, General Assembly, State Board of Education, Department of Education, Virginia Chamber of Commerce, Virginia Municipal League, and Virginia Association of Counties.
- Collaboration with education associations including the Virginia School Boards Association, Virginia Education Association, Virginia Parent Teacher Association, Virginia Association of Secondary School Principals, Virginia Association of Elementary School Principals, Virginia Association of Supervision and Curriculum Development, Virginia Public Education Coalition, Virginia Association of School Business Officials, Virginia Community College System, and the State Council of Higher Education in Virginia.
- Partners with the School Superintendents Association (AASA) and the Association of State Executives.

Member Professional Development

- Sponsor a fall conference, winter conference, and a spring conference for the membership to inform, network, establish advocacy platforms, and to monitor the association's operational effectiveness.
- Sponsor 4-6 workshops throughout the school year to assist membership and district personnel with topics and issues pertinent to the operational requirements of local school districts.

Member Services

- Provide educational review services to the membership in a timely manner and at competitive prices in order to assist the membership and their boards in making operational and policy decisions.
- Provide legal assistance to the membership at no cost for up to one hour each year.
- Provide coaching to new superintendents during their first year to assist with their transition into the most important educational leadership position in Virginia.
- Provide the membership with timely information through the association's structure; VASS Officers, VASS Board, VASS regional groups, and electronic means. VASS staff attends all of the regional meetings to share relevant information and receive input.
- Collect data on behalf of the members to help members make local decisions and to inform other members of current practices. Data collected are available through the membership portal of VASS's website.
- Maintain the VASS website for members and others to access information relevant to the associations work.
- Partner with businesses that can provide products and services to the membership and local school districts.

VASS staff, on behalf of the membership, is the face of the association and facilitates the implementation and effectiveness of all services provided. Ensuring the quality of the services and appropriately expanding services will be the work of staff on behalf of the membership. This is accomplished through four streams of revenue; membership dues, business partnerships, professional development, and educational reviews. Membership dues reflect approximately 42% of the total revenue for VASS and is relied on annually to provide services. Other revenue can fluctuate each year even though efforts are in place to expand those sources to keep membership dues appropriate.

VASS has not increased its membership dues since at least 2008-09, knowing the challenges of our membership with local budget cuts during the past 7 years. VASS has accommodated budget deficits each year through cash assets and at the same time maintained quality services for the membership. As a result, cash assets have been depleted and demand for services continues to rise. Find attached a proposed dues increase for 2016-17 that will allow VASS to ensure expenditures each year do not surpass collected revenue, and that will allow VASS to improve services but at the same time ensure the solvency of VASS, even though there may be fluctuations in non-membership dues revenue streams.