



# NJSEA's Corporate Membership Program

2018 OPPORTUNITIES GUIDE

Become a

# ROCK STAR

for Education

*Brand Awareness, Networking, and Training*

# EXCITING BENEFITS – OPPORTUNITIES – NJSBA’S CORPORATE MEMBERSHIP PROGRAM

## Why should your company join NJSBA’s Corporate Membership Program?

New Jersey School Boards Association’s (NJSBA) Corporate Membership Program offers year-round benefits for partnering with us to provide the resources districts need to achieve student success. We give you the tools to connect with our network of dedicated education leaders in more ways than anyone else in the industry – positioning your company for **ROCK STAR** status!

Our program allows you to apply the dollars you are already spending with NJSBA through the annual Workshop Conference, advertising, and other initiatives to attain higher levels in our Corporate Membership Program. Based on your annual spending, you may become an education Supporter, Champion, or even a **ROCK STAR**.

### How it Works

Apply your year-long investment in education with NJSBA toward the Corporate Membership Program to reach the next level of benefits and opportunities. Now your cumulative spending with NJSBA will help you earn “**ROCK STAR**” status within this membership program.

To become a Corporate Member, you must first join at the “Friend” level at \$2,000, which renews annually on the month you join. Your membership fee in the program is applied toward your total annual spend.

Let NJSBA help you reach today’s education leaders and build lasting relationships. For more than a century, the New Jersey School Boards Association has provided direct resources to New Jersey’s school board members and other school officials—reaching thousands of school leaders a year. Over the last several years, we’ve developed solutions to help companies like yours successfully reach New Jersey’s school leaders by growing and improving our opportunities to address changes in the

education landscape, and the needs of both the education community and our partners.

With a complete series of programs to address the needs of schools and districts—including custom content, webinars, and events—we’ve built a loyal following of school leaders that rely on us to deliver information and solutions not available anywhere else. You can help school districts achieve their strategic goals by letting us help you achieve your marketing goals.

Here is an example of how you can reach **ROCK STAR** status through NJSBA’s new Corporate Membership Program.



### Who does NJSBA reach?

In addition to New Jersey’s 5,000 school board members and charter school trustees, NJSBA provides training and services to school business administrators, superintendents, charter school lead people/administration, school technology professionals, school

facilities managers, curriculum professionals, members of the state Parent Teachers Association and more.

In 2017 – 2018, NJSBA reached thousands of school leaders through the following means:

- Annual Workshop Conference – More than 8,000 attendees
- Webinars – 700 viewers
- County Association Programs - 6,000 attendees
- Statewide Programs – More than 1,300 attendees
- School Leader magazine – Distribution to 7,500 readers

NJSBA also provides a number of training programs which offer Qualified Purchasing Agent credits (QPA) for School Business Administrators, professional development credits for Certified Educational Facilities Managers (CEFM) and sustainability credits toward Sustainable Jersey for Schools certification.

## OPPORTUNITIES

### Brand Awareness - Advertising



**School Leader Magazine** *School Leader* magazine is an award-winning, bi-monthly publication. When you advertise in *School Leader* magazine, you put your brand in front of more than 7,500 people, reaching virtually 100 percent of New Jersey’s educational decision makers, including:

- School board members
- Superintendents
- School business officials
- State officials

- Members of the state Legislature
- Business administrators
- Principals
- And more!

Our education experts provide readers substantive information on current events and issues affecting the education community.

Connect with buyers who spend more than \$10 billion dollars in the education market every year. Advertise in the only magazine targeted at the audiences that make purchasing decisions for schools.

Through your membership in NJSBA’s Corporate Membership Program, you’ll receive discounts on advertising in *School Leader* magazine. Details are included on the “levels of support” chart.

**Conversations on NJ Education Banner Advertising (on BlogTalkRadio)** “Conversations on New Jersey Education,” NJSBA’s podcast program broadcast over BlogTalkRadio, brings together state leaders and local education officials for a lively dialogue on educational issues and their impact on public schools and students.

This advertising opportunity, available to the Champion and **ROCK STAR** levels of the Corporate Membership Program, allows your company to use banner advertising on the NJSBA BlogTalkRadio show pages to educate people about your brand, and link to a landing page to provide visitors more information.

### Networking

**Corporate Membership Program Networking Events (Annual)** This members-only meeting, hosted by NJSBA, unites business leaders to discuss ways brands can succeed while promoting the achievement

of all students in New Jersey. This opportunity is available to the Premier Benefit Levels of the Corporate Membership Program.

**Meet and Greet with NJSBA's Officers** Available only to the **ROCK STAR** Level of the Corporate Membership Program, this intimate networking opportunity will give your company the opportunity to meet with NJSBA's top leaders.

### Training

**Annual Workshop Conference – Oct. 22 – 25, 2018** The annual Workshop Conference is the largest professional development event for school leaders in New Jersey. The conference offers training, networking and events for the entire district team, including school board members, charter school trustees, school business administrators, superintendents, school technology professionals, school facilities managers and staff, and curriculum professionals. Your company's Workshop sponsorship dollars go toward your Premiere Benefit Level in the new NJSBA Corporate Membership Program.

**Innovations in School Finance and Employee Health Care Conference – Thursday February 21, 2019** NJSBA is combining two popular conferences on health care benefits and school finance. This comprehensive program will offer an array of breakout sessions covering trends and issues in both employee health benefits and school finance. The program will also include general sessions and a networking lunch.

**Technology Conference – Friday, March 8, 2019** NJSBA's Annual Technology Conference is an interactive program offering a variety of breakout sessions covering hot topics and the most pressing school technology challenges for schools and districts. The program includes general sessions and a networking lunch.

**Charter School Conference – Friday, March 15, 2019** More than 90 percent of New Jersey charter schools belong to the New Jersey School Boards Association. NJSBA's Charter School Conference provides training and networking opportunities for charter school trustees, lead persons, business administrators, and principals. Session topics include school governance, ethics, operations, curriculum, finance and more.

**Special Education Symposium – Monday, May 13, 2019** Meeting the needs of special education students carries both legal and ethical responsibilities for a school district. The NJSBA Special Education Symposium will provide an overview of special education in New Jersey and the latest developments in the field. The day will include a variety of breakout sessions, general sessions, and a networking lunch.

**School Security and Student Safety Conference – Friday, June 7, 2019** When it comes to school safety, school leaders play a key role. The NJSBA School Security and Student Safety Conference offers an opportunity for school leaders to learn about school safety strategies and the resources and services available to help keep schools and students safe..

### Thought Leadership

NJSBA has a number of unique opportunities for your business to share best practices, commonalities, and successful implementations, not only as a resource for our members, but also to bring the much-needed industry perspective into the public education dialogue. Thought leadership could include participation in committee meetings and task forces, contribution to white papers, inclusion in resource videos, and more. Contact us about ways we can work together to develop solutions-based content.

### In-Kind Sponsorship

With the broad range of benefits we offer members, there are a number of opportunities to provide solutions in lieu of monetary support. NJSBA can apply the monetary value of your in-kind contribution to your membership level.

Examples include, but are not limited to: food and beverage, AV equipment, printing services, software, and venue rental. Let us know if you have something to contribute to our mission.



# CONTACT US

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New Jersey School Boards Association  
*Serving Local Boards of Education Since 1914*