JOIN AASA TODAY

Together, We Are Champions for Children and Public Education

www.aasa.org/join.aspx
or call 703.875.0748
TO IMPROVE EDUCATION, first expand your own knowledge

AASA puts the most informative resources in your hands. Superintendents depend on AASA to stay current with news, ideas and connections that help advance the profession and individual careers.

SCHOOL ADMINISTRATOR
The award-winning monthly magazine for members offers big-picture perspectives and collegial discussions on a broad range of topics in education, leadership, instructional materials and resources.

AASA TOOLKITS
New! Derailing the Push to Privatize: Vouchers, ALEC and the Success of Public Education
• Fact sheets, sample letters to the editor, talking points and other resources about the American Legislative Exchange Council (ALEC)

ELECTRONIC NEWSLETTERS
AASA delivers the latest education news to your laptop, desktop or mobile device.
• AASA Executive Briefing
• AASA News of the Nation
• The Leader’s Edge

RESOURCE LIBRARY
• Talking with children about school violence
• Model contracts
• Superintendent evaluations
• Common Core
• Annual Superintendents Salary and Benefits Study and other research reports

“...AASA presents new school superintendents with profound opportunities to network and grow professionally. My AASA membership has given me access to exclusive resources that I’ve put into practice immediately. For example, AASA’s School Administrator magazine continues to provide information about superintendent/board communications that is invaluable.”

DONNY BYNUM
Superintendent
Dale County Schools
Alabama
AASA IS YOUR ONLY advocate for education policy

AASA’s advocacy means your interests are represented on Capitol Hill and in the White House. AASA fights for funding and works for a better relationship between federal, state and local governments. AASA’s advocacy supports member efforts to be directly involved in federal policy discussions — including legislation, funding and regulation.

RECENT SUCCESSES INCLUDE:

• The Rural Education Achievement Program (REAP). REAP represents the first time that the federal government has provided a separate stream of funding dedicated to meeting the needs of rural schools. AASA is one of the original authors of the REAP program.

• Leading the fight on e-rate. AASA and our members fought to ensure the FCC balanced program modernization and funding with maintaining the program’s track record of success and sustainability.

• Fighting to combat the increased movement on school voucher legislation. AASA works to ensure that public dollars stay in public schools.

• PLUS: AASA’s Policy and Advocacy Team maintains a myriad of advocacy-related communications, including the weekly Legislative Corps, the AASA Leading Edge blog and the quarterly Legislative Trends Report and Policy Insider.

“...AASA, the School Superintendents Association, serves as a vehicle for us to have a voice in public education. This is meaningful when you consider the challenges we face every single day. AASA provides tools for us to be successful and thrive on the job. AASA enables superintendents like me to be directly involved in legislation that affects our schools and, more importantly, our students.”

ROSE H. WILDER
Superintendent
Clarendon School District
South Carolina
We value your participation and membership with AASA and would like to use this information, confidentially, to identify your specific interests. Which of the following best captures your beliefs about public education? While you may agree with aspects of more than one statement, please select the one that best describes your opinions overall.

**PLEASE CHOOSE ONE**

- Public education must change, and children, particularly those from lower-income families, will benefit significantly from the changes on the horizon. The key to improving public education lies in sharing data—across school districts and across states—incorporating new technology, and learning from other industries that have undergone great change. To a certain degree, U.S. government oversight may be helpful in accomplishing this goal.
- Without exception, public education leaders should be driving the national conversation about education. The voices of public education administrators won’t be heard without a national association and that should be its chief objective. The preservation of free public education should be one of the government’s top priorities, and only educators can truly understand and drive that effort. Little value can be gained from the experience of other industries.
- Without collaboration between administrators, teachers, school boards and parents, the public education system will fail. The best superintendents embrace this collaboration and have a direct role in improving the educational opportunities for students in their district. What education needs is this collaboration, not government oversight.
- Public education is in crisis. Teachers, parents, school boards and administrators share few common goals, and public education isn’t valued highly anymore by parents. It is harder than ever to provide a quality public education, making the job of superintendent a thankless one in many cases.
- Opinions about public education are suffering due to a few bad apples. While there are some challenges in education, the system isn’t in crisis as its critics would have us believe. Generally speaking, the U.S. government should get out of the way and allow superintendents to manage their districts effectively and efficiently, supported by their state associations and everything will be fine.
- None of these statements captures my opinions well.

**CATEGORY OF MEMBERSHIP/DUES**

- **Active $441** — for superintendents. Members in this category receive all AASA benefits and services, including the Legal Support Program ($1M individual professional liability coverage/up to $10K for job protection defense claims based on continuous years of membership, $500 deductible), a member discount when registering for AASA conferences and more.
- **Small-School District Leader $220** — for superintendents in school districts with less than 350 students. Members in this category receive all the benefits of Active membership as described above.
- **District/Cabinet $197** — for persons who are NOT EMPLOYED AS A SUPERINTENDENT. This is the membership category for assistant and deputy superintendents, other central-office staff, principals and assistant principals.

**METHOD OF PAYMENT**

- Check enclosed for $_________ (Make payable to AASA)
- Purchase order enclosed for $_________ (Make payable to AASA)
- Charge $_________ to my credit card (CODE: MEM1415)

**CARD OPTIONS**

- MasterCard
- Visa
- American Express
- Discover

**ADDRESS**

- School District
- Address
- City State ZIP
- Home Phone Work Phone
- Home Address
- City State ZIP
- Preferred Mailing Address (check one): [ ] Work [ ] Home

**E-MAIL ADDRESS**

- E-mail Address

*(Email address is needed to receive member benefits delivered electronically.)*

Please return completed form and payment to:

AASA Membership
1615 Duke Street
Alexandria, VA 22314
or fax to: 703.841.1543
AS AN AASA MEMBER, LEARN WHAT’S WORKING IN districts across the nation

Collaboration with other superintendents is a priority for AASA members: leading the discussion about effective public education in America, advocating for the needs of superintendents and administrators and sharing best practices among school districts across the country. AASA gives you direct access to build these valuable relationships through a variety of groups, formats and venues.

AASA COLLABORATIVE
A national network established to give voice to educational leaders on challenging issues of school improvement and accountability.

• Resourceful networks to share ideas and build critical relationships.
• Improvement reviews that include both internal and external models for assessing systems focused on enhancing student performance.
• Study groups in which superintendents learn from one another through discussion of common issues.

NATIONAL SUPERINTENDENT CERTIFICATION PROGRAM
This select program is focused on the skills required for the superintendency, one of the most difficult and complex jobs in America. The political and economic pressures of the job are exacerbated by growing intrusion into local control and a prevailing attitude that educators do not have the solutions and, indeed, are part of the problem.

OTHER VALUABLE PROGRAMS
offered exclusively to AASA members:

CHILDREN’S PROGRAMS
AASA members have access to resources, tools and technical assistance on a variety of programs to improve the lives of children in public schools, including:
• Childhood Obesity
• Childhood Hunger
• College Readiness
• School Discipline
• Minority and Women School System Leadership

GRANTS
AASA members can apply for grants of up to several hundred thousand dollars to help districts meet the needs of the local student population.

Example: With generous funding from the Walmart Foundation, AASA established a re-grant program for members only that identifies school districts across the country as incubators for effective school breakfast programs. Re-grants to AASA members range from $100,000 – $400,000.

LEGAL SUPPORT
You’ll have peace of mind knowing that if your school district doesn’t have sufficient coverage or refuses to defend you, your backup plan is in place. Your association’s affiliation with the Trust for Insuring Educators (TIE) makes this valuable member benefit possible.

CONFERENCES, WORKSHOPS AND LEADERSHIP TRAINING
From the flagship National Conference on Education to high-level, content-focused meetings, AASA delivers the best professional development to meet the expectation of universal success for all children.

AASA CONNECT
A unique website providing resources that are specific to superintendents and not available anywhere else online.

www.facebook.com/AASApage
@AASAHQ
Search: AASA, The School Superintendents Association
www.youtube.com/user/AASAVideoCenter
Join a well-organized, collaborative network where you can engage with the leading superintendents from across the country.

“AASA has always been the organization for the nation’s superintendents. Our policies and our beliefs are focused on what’s best for kids. We all think when we first get the job (as a superintendent) that we know all the answers. You’re not on the job very long when you realize you don’t have any answers and you need help. AASA is a way to get some of that help.”

DAVID PENNINGTON
Superintendent
Ponca City Public Schools
Oklahoma