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# News Release

## For Immediate Release

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### VSBA Introduces Year-Long Public Education Initiative

**Charlottesville, VA** – The Virginia School Boards Association (VSBA) is proud to announce the launch of the *VSBA Public Education Initiative*, a year-long campaign aimed at elevating the conversation around public education across the Commonwealth of Virginia. With a focus on increasing awareness and engagement, this initiative underscores the importance of public schools in shaping the future of students, communities, and the state as a whole.

As part of the initiative, the VSBA is releasing a comprehensive Public Education Toolkit later this year that is designed to support school divisions, parents, and community advocates in amplifying the message of the critical role that public schools play in Virginia. The toolkit includes a range of resources such as sample letters to the editor, social media templates, and key talking points. The goal is to provide practical tools that stakeholders can use to actively promote the value of public education in their local communities.

The VSBA will be providing continued updates throughout the year as part of this ongoing initiative, including new resources, regional events, and opportunities for school divisions to showcase innovative programs that highlight the successes of public education. Stakeholders are encouraged to stay tuned and engage with the VSBA on social media and through its website for the latest information.

A Public Service Announcement (PSA) featuring VSBA President Dr. JoWanda Rollins-Fells is now available. In this powerful message, Dr. Rollins-Fells encourages Virginians to unite in support of our schools. “Public education is the heartbeat of our communities,” says Dr. Rollins-Fells. “This initiative offers us a powerful chance to lead the way in public education here in Virginia.” You can view the PSA here: <https://youtu.be/Rns3NFQ7J4M>

Dr. Rollins-Fells has also introduced her VSBA President’s Initiative: *Return on Investment*. During her year as president, she aims to highlight the immense value of public education in Virginia by investing in our students. Throughout the initiative, the VSBA will collect and share stories from across the Commonwealth that bring to life the profound impact of public education on individuals and communities. Stories can also be shared with the VSBA through the use of the hashtags #VSBA4PublicEd and #ChampionsForImpact.

For more information, please visit [www.vsba.org](http://www.vsba.org).

### About the Virginia School Boards Association

The Virginia School Boards Association, a voluntary, nonpartisan organization of Virginia school boards, promotes excellence in public education through advocacy, training, and services. The Association offers conferences, information, training, and counseling designed to meet the needs of the Commonwealth’s educational leaders.

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