

GUIDELINES

PSBA Alliance Partners Advisory Council

Purpose:

To foster ethical and mutually supportive projects, programs and services between educational enterprises offering services and products to the membership of the Pennsylvania School Boards Association.

Membership:

The council shall consist of at least eight (8) members and not more than twelve (12). Membership shall include the president and president-elect of the association, PSBA Alliance Partners, and PSBA staff members who serve as ex-officio support to the council.

Term of Service:

Membership on the Advisory Council is voluntary. A membership year is January 1 to December 31. All council members must work for current PSBA Alliance Partners.

Platinum and Gold Alliance Partners receive one seat on the Advisory Council as a benefit to their partnership. All other seat appointments shall be completed every two years. Interested PSBA Alliance Partners wishing to hold a seat on the council will need to submit an online application to prove interest in having their name added to the voting ballot. Voting will be conducted through an online platform. PSBA Alliance Partners will receive voting instructions via email.

Council members shall serve a two-year term. After being off the council for two years (one term), a former member may be reappointed to serve one additional two-year term. Any council member who fails to attend the annual meeting at the PSBA School Leadership Conference shall be replaced at the discretion of the council.

Meetings:

The council shall meet at least once a year in conjunction with the annual PSBA School Leadership Conference. Additional virtual meetings may be held at the discretion of the council and PSBA. The individual PSBA Partner will assume expenses for such meetings.

Leadership:

A chair and a vice chair, elected from the membership of the Advisory Council, shall serve a two-year term. The chair, or vice chair, will preside at all meetings of the council.

Activities:

The council proposals or suggested projects shall be limited to PSBA Partners and cannot conflict with association policies or PSBA Bylaws provisions without approval, where necessary, of the PSBA Governing Board.

Benefits for Advisory Council Members:

- School Leadership Conference benefits:
 - Reserves an exhibit space for the annual School Leadership Conference before all other Alliance Partners or exhibitors.
 - Eligible to submit a proposal to present at the School Leadership Conference.
Please note: This must be a non-sales talk, topic-based presentation. Requires approval by PSBA staff.
 - Receives brand and logo exposure at the School Leadership conference with signage at the Exhibitor Appreciation Breakfast with the name of each council member, their company and logo.
 - Receives a special name badge at registration that recognizes their membership on the Alliance Partners Advisory Council.
 - Drawing announcement and introduction at PSBA's booth with signage recognizing the council member's name, company, and logo while they conduct the drawing.
- Receives access to all PSBA event sponsorship opportunities prior to PSBA sharing publicly.
- Can attend one of PSBA's annual Sectional Meetings to network with members and set up a display table (6 ft. tabletop display only).
Please note: Sectional Meetings are held annually in March and hosted at 10 locations across the commonwealth. PSBA staff will work to accommodate location requests but guarantees are not available. Only one Alliance Partner Advisory Council member per Sectional Meeting will be permitted. Occurs once during a council member's two-year term.
- Receives recognition on PSBA's website with the name of each council member, company and logo.
- Receives one complimentary full-page video advertisement in PSBA's *Bulletin* magazine (digital issue ONLY) each year.
- Receive one complimentary full-page advertisement in PSBA's Special Conference issue of *Bulletin* Magazine each year. (print and digital issue)
- Provide content for a PSBA.org homepage news article.
Please note: Article must be non-sales talk and topic based. Requires approval by PSBA Staff. Article should be between 300-350 words max. Opportunity is available once during a council member's two-year term.
- Opportunity to be interviewed for a podcast on Keystone Education Radio (KER), the official podcast of Pennsylvania School Boards Association.
Please note: Interview must be non-sales talk and topic based. Requires approval by PSBA Staff. Opportunity is available once during a council member's two-year term.