



## VIRGINIA COUNSELORS ASSOCIATION

### 2009 Value Summary of Programs & Services

Many people ask “*what am I getting for my money*” when they join VCA.

Below is a breakdown of the many exceptional and quality services that VCA provides members.

| Programs & Services                                | Annual Value       | Description  |
|--|--------------------|--|
| Central Office                                     | \$95,000           | Professionally staffed with coverage weekdays year around; Toll-free number, phone & fax; e-mail; physical address; equipment and insurance (based on actual costs)  |
| Advocacy   | \$21,500           | Lobbyist – covers all school & clinical for VCA, divisions & chapters, Legislative Day, Advocacy Committee (based on actual costs)   |
| Website  | \$20,000           | E-blasts, convention module, calendar with on-line registrations, surveys (elections), listservs & forums, on-line member directory, and conference calling plan (based on actual costs and savings)   |
| Technology   | \$46,900           | Estimated savings of e-notifications, e-voting, on-line directory, and other uses eliminating need for postage and mailing supplies (\$20 per member)  |
| Membership Management                              | \$35,175           | Annual renewal mailings, new member packets, database (based on actual postage, office supplies, and printing costs of \$15 per member)  |
| National Board Certified Counselor (NBCC) Designee | \$58,625           | NBCC approved provider status allows for counselors to earn licensure renewal and recertification hours (~ \$25 savings over college issued CEUs)  |
| Annual Convention & Professional Development       | \$255,900          | Subsidy of \$60 per convention attendee (based on 800) of actual cost beyond convention fees; professional awards recognition; and discounted member rates (average savings based on discounts of \$60 for convention & \$30 for workshops)          |
| Directors & Officer Insurance                      | \$10,000           | Annual D & O policy providing \$1M coverage (based on policy cost and legal costs if needed)   |
| Affinity Programs                                  | \$703,500          | Free one-hour legal consultation (\$250 hour); access to discounted liability insurance and long-term disability insurance; credit union membership; special offers and discounts for retail and services via member portal (\$50 estimated savings) |
| Publications                                       | \$58,625           | Newsletters and Journal (\$25 per member)  |
| Networking with Peers                              | Priceless          | Providing opportunities to interact with colleagues throughout the year  |
| <b>Total</b>                                       | <b>\$1,305,225</b> | <b>\$557 value per member</b> (based on 2345 members)  |