



Vereniging voor katholiek
en christelijk onderwijs

Verus, Association for Catholic and Christian Schools

GPENReformation
Arusha (Tanzania)
Novembre 2018



Association for Catholic and Christian Schools

Association

- Over 650 members, different denominations: catholic, protestant christian, reformed, evangelic
- Associated members
- Over 4000 schools, in primary, secondary, vocational and higher education
- Representing over 1,1 million students

Office

- Office in Woerden, Netherlands
- 90 staff (74FTE)



What we believe

- We believe in christian education that educates pupils and students from joined pedagogic, social and christian values.
- We believe in christian education that establishes connections between people's personal life and the life of Jesus, the Bible and the christian tradition.
- We believe in christian education that creates community, where people share their inspiration.
- We believe in christian education where people with different responsibilities serve a common goal.



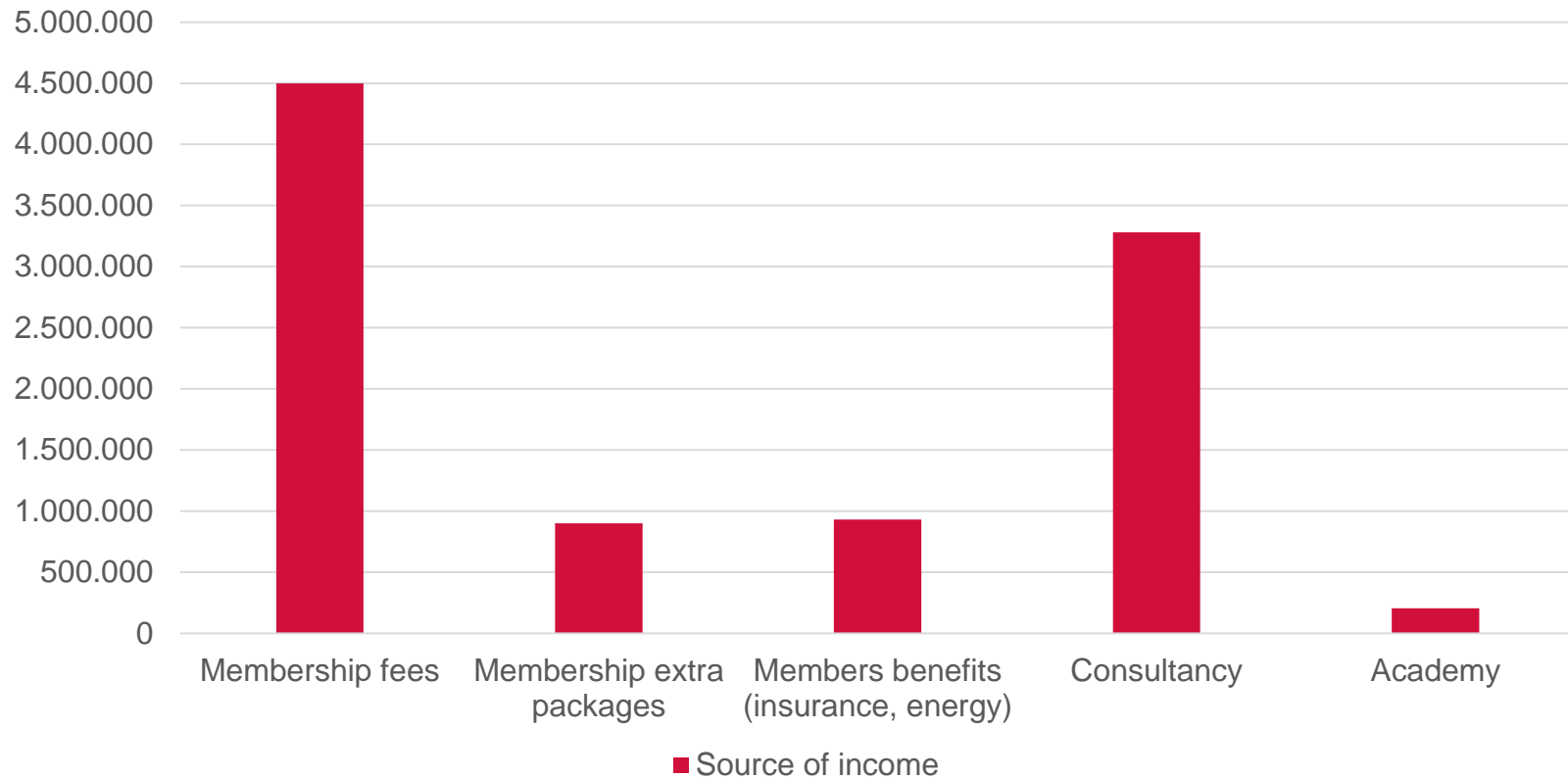
What we do

- Sparring partner for board members and school leaders to strengthen christian and catholic education
- Political lobby and public affairs
- Newsletters and publications
- Verus Academy: Research, Courses, Masterclasses, Trips
- Professional Services:
 - Education and Identity
 - Governance and Culture
 - Finance
 - Legal
 - Parent Engagement
- Legal helpdesk
- Member benefits
- Networking, meetings for school leaders and board members



Where our earnings come from

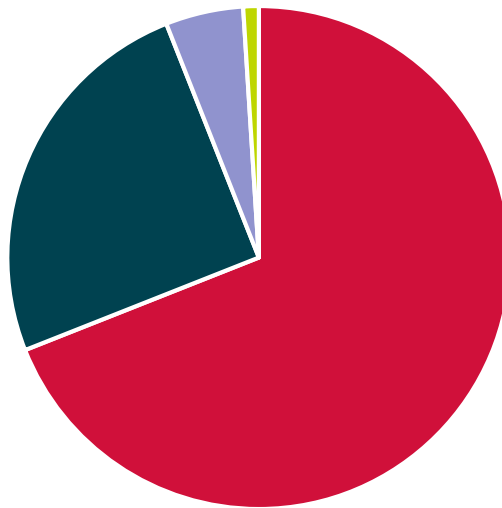
Source of Income





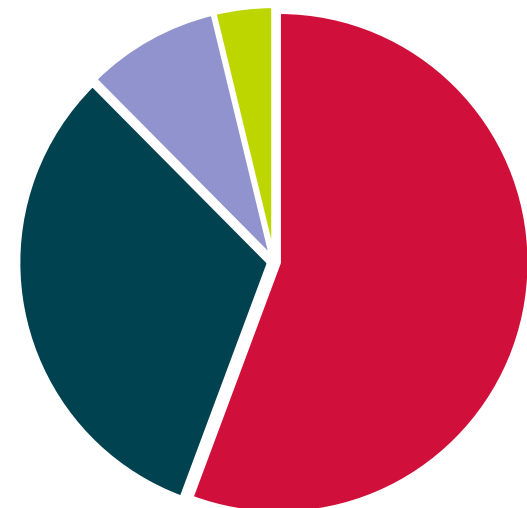
Members and membership fee per school type

Members



- Primary Schools
- Secondary Schools
- Secondary Vocational Ed.
- Higher Education, University

% €



- Primary Schools
- Secondary Schools
- Sec. Vocational Ed
- Higher Education, University



Major considerations for merger

- Christian and catholic schools share similar objectives
- Joint lobby, on behalf of over 60% of the Dutch schools
- Stronger base for joint services, member benefits, consultancy
- Efficiency of resources at the office



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Positioning in a competitive world



Our challenges...

- Secularisation of society
- More stress on value for money
- Membership no longer taken for granted
- Budget cuts at schools
- Competition: in consultancy, in membership benefits
- Building a new brand



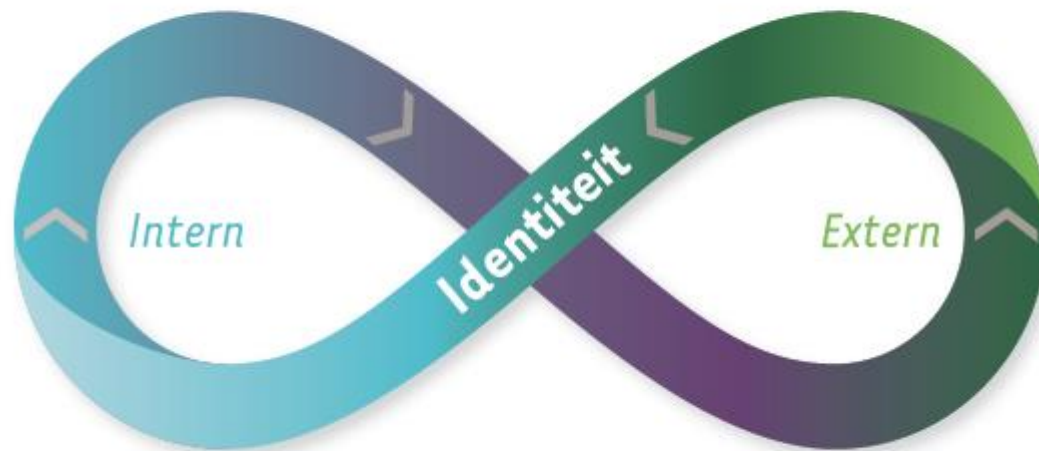
... and opportunities

- Schools are searching for their identity
- People need a sense of belonging
- Stress on personal relationship and community
- Diversification, different target audiences
- Identity and value for money proposition
- Positioning consultancy
- Building our brand

Positioning: identity as a clear basis

Internal dialogue with
schools

External dialogue – what's
happening in society?



Research and study,
reflection on Bible and
other sources

Lobby, make our viewpoint
heard



Building our brand

- Yearly Verus Event
- Branded Materials
- Campaigns
- Websites
- Twitter
- PR and press
- Marketingcommunications
- Verus Magazine 'Op Adem' (On Breath)
- Newsletter



Services

- Identity based services, strategy and implementation. Real, applicable solutions that work
- Governance & Culture, Identity
 - helping schools in working on identity, mergers, alliances, organisation strategy, governance, identity marketing, change management.*
- Finance, risk management,
- Lawyers and legal advice
- Procurement, members benefits
- Good price
- Professional staff



Member of the International Association of Christian Schools in Europe

- The international Association for Christian Education is an organization of associations from different countries in Europe with the aim to support the Christian Education in private school as in schools under public law and to save the human values of Christian Education.
- In these days there is a meeting in Tallinn (Estonia) with the theme: "Contributions of Christian Schools to Solidarity in Society"
- With members in: Austria, France, Germany, Hungary, Ireland, Netherlands, Poland, Slovakia, United Kingdom



Verus lobby and public affairs

- Voice of christian education in the Netherlands
- Current political agenda: economic perspective on education
- Freedom of education



Verus lobby and public affairs

- A lot of political parties
- Good contact with journalists





Verus lobby and public affairs

- Only themes that are related to identity
- In general
 - Freedom of education
 - Content of education
 - Relationship between government and education
 - School as a community
- Some examples
 - Voluntary work by students
 - Radicalization
 - Start exams, added value



Contact

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