

2016 ISSUE 4



VSBA President Bill Kidd Wythe County School Board

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DATES TO REMEMBER

May 17 Webinar—Equity Policies 101

June 3 School Law Conference

July 18 New Chairman/Vice Chairman Orientation

July 18 New Board Member/Superintendent Orientation

July 19 Conference on Education

PRESIDENT'S MESSAGE

Last month I had the opportunity to attend the National School Boards Association Annual Conference in Boston. It was so exciting to share with our comrades from across the US. The opportunity to network with others is always an attractive part of being a school board member. We heard outstanding speakers and attended many sessions on a variety of relevant subjects. Particularly meaningful were the presentations of noted news and television personalities Dan Rather and Robin Roberts who both spoke glowingly of the part that public school education has played in their lives. We should all be very proud of how well-represented Virginia was at this Convention. VSBA members from Fairfax County, Virginia Beach City, Prince William County, Albemarle County, Henry County, Richmond City and the VSBA Task Force on Challenged Schools all gave presentations during the meeting. In addition, Fairfax County and Newport News City were recognized as 2016 Magna Awards winners. Henry County and Henrico County also received an honorable mention. Hampton City, Fairfax County, Falls Church City, Goochland County and Henry County earned technology awards. Congratulations to all of these!

Through the last ten years as a school board member, I have had the opportunity to attend numerous education conferences. On one such trip to Charlottesville early on, I was in a session with other school board members from across the state. We were given instructions to follow before watching a short video. We were told the video would have several people in a room, some wearing white shirts and some black shirts. Further, we were informed that there would be a basketball in the video being passed from person to person. Our specific instructions were to count the number of times that the ball was thrown from a person in a white shirt to another person wearing a white shirt-sounded pretty simple to me! My competitive nature had me tuned in to get it right! The video started and there were people everywhere. The ball passed from black shirt to black shirt, white to black, and the anticipated white to white. I was really focused on the assignment. The video lasted for about 90 seconds. When it was finished, the presenter polled the group. How many saw the ball pass from white shirt to white shirt a total of 5 times? A few hands went up. 10 times? A majority of hands went up. 15 times? A few hands went up. 17 times? Only a very few hands were raised, including mine. And I did get it exactly right! I was kind of proud of myself. But then the presenter asked another question. How many of us had seen the Ape walk through the middle of the room during the video? Ape what Ape? I saw the video. I was really tuned in and I was sure that there was no Ape in that video. A very few hands were raised in a positive response to seeing the Ape. NO WAY!! I would have bet my life that there was no Ape in that video. The leader then asked us to watch the video again....and guess what?!! About 20 seconds into the video an Ape walked, bigger than life right through the middle of the room! How could I have missed something as big as an Ape?

We can become so focused on activity and committees and tests and buildings and budgets and personnel and parents and "stuff" that we fail to see the Ape, or more succinctly, **THE CHILD**.

(continued on page 3)



NSBA Conference, April 9-11, Boston, Massachusetts





Gina G. Patterson VSBA Executive Director

FROM THE EXECUTIVE DIRECTOR

The NSBA Annual Conference in Boston was held in April and had a number of talented speakers with useful and inspiring messages. I hope all who attended went away with lots of bright ideas to take home to their local divisions. Thanks to the VSBA delegation that showed up bright and early for the annual VSBA Breakfast at NSBA. It was good to see so many Virginia board members, superintendents, and staff members turn out for the event. I'm proud to say that the VSBA tradition of having the NSBA President speak at our breakfast continued for the 27th year in a row we had the NSBA President (John Tuttle) speak at our breakfast. Thanks again to our generous sponsor VMDO for once again sponsoring this year's breakfast. Thanks to their generous support, we were able to offer the breakfast at no charge.

VSBA was well represented in Boston with breakout sessions and lots of recognition and awards. Presentations were given by board members, superintendents and/or staff from Prince William County, Virginia Beach City, Richmond City, Henry County, Albemarle County, Fairfax County and The VSBA Taskforce on Schools in Challenging Environments. Five school divisions were recognized by the Center for Digital Education on the Digital District Survey. Hampton City received first place in the large school division category. Fairfax County received sixth place in the large school division category. Henry County received third place in the mid category. Fall Church City received third place in the small category, and Goochland County received ninth place in the small category. Virginia had two school divisions receiving Magna Awards. They were Fairfax County for "Fairfax County's #SaveFCPS Budget Tool" and Newport News City Public Schools for "SPARK: Summer Program for Arts, Recreation, and Knowledge", both were winners in the over 20,000 enrollment category. Virginia also had two divisions receiving Honorable Mention: Henry County for "Engaging the School Community Via Social Media" and Henrico County for "The Un-Initiative". All magna award winners programs will be presented at the VSBA Annual Convention in Williamsburg. It was indeed a pleasure to see the rest of the Country see first-hand all the great things going on in the Commonwealth.

The VSBA is once again sponsoring the annual School Law Conference on June 3 at the Charlottesville Doubletree. This conference has always proved to be one of our most well attended events. Your school division needs you, your superintendent, and attorney to be at the 2016 Law Conference. Why? Because so many decisions you make have legal implications that will impact school divisions from years to come. This conference will provide information to school board members on several hot topic legal issues and the results of the 2016 VSBA Lobbying efforts with the VA General Assembly. Remember, information is your best tool to better serve your constituents and the children in your divisions.

Have a great summer, and thanks for all that you do.

skillmodel growthpeer teaching mentor learning personal opportunity support

THE VALUE OF MENTORING

Quality mentoring relationships can have a direct impact on your effectiveness as a school board member, both as a mentee who is learning the many aspects of school board service and as a mentor who is reflecting on their experience and looking for ways to continue their learning and growth.

To participate as a mentor or mentee, contact Brianna Hundley, coordinator of board development, at <u>brianna@vsba.org</u> or 434-295-8722.

FOLLOW VSBA ON SOCIAL MEDIA







PRESIDENT'S MESSAGE (continued from page 1)

Certainly there is a danger for us even to become so focused on a particular aspect of our school board experience that we might exclude other things that are of at least equal importance. Tunnel vision can keep us from seeing the real issues that are out there. What a tragedy that even with the best of intentions we can become so focused on the "assignment" that we fail to see the "Ape."

We have now completed our nine Regional Spring Forums! Thank you to all of you for your hospitality and the outstanding way you conducted these meetings with wonderful food, excellent programs, and in many instances, fabulous student entertainment. These meetings were once again a great opportunity to interact with fellow board members in a relaxing atmosphere to promote regional unity. Plans are in place to take a look at changes that might make these forums even more productive in the future.

Graduation and end-of-the-year events that will culminate another very successful school year for Virginia schools are near at hand. Be sure to celebrate the many accomplishments of your division during these special times.

I hope to see many of you at the School Law Conference in Charlottesville on June 3. And as always, I thank you and commend you for all that you do on behalf of the students of our great Commonwealth.

Achiever Assessment Testimonial



By Kathy Morrison, chairman, King William County School Board

While conducting our Superintendent Search, we took advantage of the offer from VSBA to use the Achiever Assessment tool for our two final candidates. During this process, the consultant clearly explained how to interpret the data and provided additional questions for the second round interviews. This instrument revealed information that coincided with our perspective of the candidates' strengths and weaknesses from the first round interviews as well as an understanding of their approach to leadership responsibilities. The Achiever Assessment helped us to verify opinions obtained from the interview questions we developed, and provided affirmation of our perspective of candidates when selecting our superintendent.

To find out more about Achiever Assessment and VSBA Superintendent Search Services, contact Gina Patterson, executive director, at <u>gina@vsba.org</u> or 434-295-8722.

VSBA App—now available!





We are pleased to announce the launch of the new VSBA App, which is available for iPhone (in the App Store) and Android (in Google Play) by doing a search for "VSBA". <u>At this time the App is</u> only available for mobile phones.

Highlights Include:

- □ A direct feed of the Virginia Daily Education News, which will automatically update every day.
- A calendar of events for upcoming VSBA meetings and conferences.
- □ Direct connections to the VSBA Twitter feed and Facebook page (you don't need to be Facebook or Twitter users to use this function).
- □ Easy access to VSBA staff contact information.
- □ Information on VSBA services.

Please note that there are a few compatibility issues with Android devices. In particular, the date on the calendar of events is slightly cut off and the text describing VSBA services is quite small. We are working on solutions for both, but neither impact the function of the App.





Hampton City Schools Top Ranked by the Center for Digital Education for Innovative Use of Technology Survey Awards recognize exemplary use of technology

Hampton City Schools were recognized as the top ranked school district in their category (12,000 students or more) from a nationwide survey conducted by the Center for Digital Education. Hampton City Schools used technology to encourage student and teacher engagement. In addition to web-streaming their board meetings and producing a variety of podcasts for parents, teachers and students during the school year, HCS also provides digital literacy training for parents, including Internet safety and privacy, acceptable use policies, and more.

HCS is also helping students become more digitally literate with library curriculum in elementary school. By teaching students digital citizenship, those students can take what they learned home to help their parents become more digitally literate. At the upper grades, they're experimenting with online, blended digital curriculum from the Virginia Beach public television station WHRO and EverFi. Four additional school divisions were also recognized in the survey. In the large student population category (12,000 students or more) Fairfax County Public Schools received a 6th place rank. In the mid-sized student population category (3,000—12,000 students) Henry County Public Schools received third place. In the small student population category (3,000 students or less) Falls Church City Public Schools received third place and Goochland County Public Schools received ninth place.

Congratulations to these school divisions on their accomplishments through technology.

The Digital School Districts Survey is in its 12th year. All U.S public school districts are eligible to participate in the Digital School Districts Survey.

2016 Conference on Education Keynote New Dimensions in Learning

VSBA is honored to welcome John D. Couch, vice president of education from Apple, Inc. to the Conference on Education to give the Keynote address entitled New Dimensions in Learning.

A host of new educational strategies and technologies are emerging, but it can be difficult to understand the benefits each offers. In addition to considering the changing nature of learners and the technologies that characterize their lives, this presentation explores ways to engage those learners more effectively by integrating content, community, and context. Engaging learners productively also requires a shift in the focus of learning from consumption to creation as well as a rich integration of emerging technologies and education research.

As Apple's vice president of education, John Couch has been responsible for driving Apple's renewed success in the education market. He has over forty years experience as a computer scientist, executive and advocate for technology in education. During his current tenure at Apple, John has grown Apple's education business to 9 billion dollars.



Couch holds a Bachelor degree in computer science and a Masters degree in electrical engineering and computer science, both from the University of California at Berkeley where he was honored in 2000 as a Distinguished Alumnus. He has also been awarded an Honorary Doctorate of Humane Letters and a "Leadership in Innovation Award" from Philadelphia University. He is the author of the science research associates textbook, Compiler Construction: Theory and Practice and has taught at both University of California, Berkeley and at Cal State San Jose.



Joan E. Wodiska Vice President, Virginia State Board of Education and Former VSBA President

The Profile of a High School Graduate

When the Elementary and Secondary Education Act became law in 1965, a high school diploma was a ticket to a good paying job and the American middle class. With a high school diploma in hand, a young adult could expect to start a life, buy a home, raise a family and comfortably retire with a pension and health care. Times have changed. America's agrarian and manufacturing dominated economy gave way to a skills-based economy fueled by technology and globalization. The economic security once provided by a high school diploma is nearly obsolete. In fact, for the first time in U.S. history, a generation of children -- the Millennials -- are predicted to do worse than their parents financially.

In the United States, today, less than 40 percent of all jobs require only a high school diploma. Of those occupations, only 1/3 will pay more than \$25,000 a year. The economic opportunity gap between those that 'have' skills and those that don't is growing and accelerating.

Several years ago, I had the opportunity to meet the President of Gallup, Jim Clifton. The Gallup Poll, as you know, measures the hearts and minds of the American people. So, it was asked – what do Americans want? His answer: In the 1940's, Americans wanted a home. In the 50's, Americans wanted a family. In the 60's, Americans wanted freedom. Today, more than anything else, Americans want a 'good job.' This desire is impacting if they go to school, where they live, if they get married or whether they will start a family. Even the definition of a "good job" has changed. Today, according to Gallup, Americans define a good job as 30+ hours a week from an employer who provides a regular paycheck.

What does it take to get that "good job"? In Virginia, employer needs for an educated and highly skilled workforce are even greater than national statistics. Of the fastest growing top 45 statewide occupations – 9 require a minimum of a high school diploma, while 36 require some if not a lot of postsecondary education. Of those 9 jobs requiring a minimum of a high school degree – jobs in manufacturing, maintenance, carpentry, plumbing, pipefitting, and culinary art – all require a relevant workforce credential or additional training beyond high school.

In Virginia's New Economy, the 'new minimum to the middle class' is some postsecondary education or a relevant workforce credential. A high school diploma is no longer the ticket, it's merely a step on the path toward pursuing a career, citizenry and life.

Recognizing these challenges, the Governor and the General Assembly, tasked the Virginia State Board of Education to shepherd a statewide long-range initiative – commonly referred to as the "Profile of a Graduate." This work is designed to articulate the knowledge, skills and competencies students should attain during the K-12 education experience to be ready for further study, work and responsibilities of life.

The "Profile of a Graduate" is a work-in-progress. In September 2015, the Board released a "straw man" proposal to generate public dialogue and feedback. Given the importance and interconnected nature of this shared work, the Board cast a wide net to gather input from and collaborate with K-12 education, teachers, parents, higher education, business and industry, policymakers and community leaders.

At present, the Board plans to hold at least four public hearings, including two over the summer, along with numerous stakeholder meetings. As a small sample of this outreach, the Board and Department of Education have engaged, or are scheduled to engage, with the following partners:

- The Standards of Learning (SOL) Innovation Committee
- The Superintendent's Teachers Advisory Council
- High School Innovation Grant Winners
- Higher Education Admissions Staff (2 and 4 year)
- Higher Education Academic Deans/Professors (2 and 4 year)
- Governor's STEM (Science, Technology, Engineering and Mathematics) Academies
- Career and Technical Education Centers

PROFILE OF A HIGH SCHOOL GRADUATE (continued from page 5)

- English Language Learner Coordinators
- Military leaders representing all five service branches (recruiters and commanders)
- Advisory Committee for Career & Technical Education
- School leaders, school counselors, teachers
- Business representatives from multiple career clusters
- Parents and students,
- And, many others, including other state and national leaders.

Even in this early stage, Virginians expressed the following broad themes:

- Align high school coursework with college entrance expectations for both two- and four- year institutions;
- More closely aligning and smooth the path to a two-year college;
- Make the high school experience more student driven, engaging, relevant and hands-on;
- Expand paths for students seeking immediate entrance into the workforce;
- Give students greater access to and high school credit for apprenticeships, internships, community service, work sample portfolios, and industry certifications;
- Eliminate or offer alternatives to end of course exams, allowing other locally developed performance assessments and workforce credentials;
- Support partnerships with businesses to train, prepare and place students in high-demand jobs; and
- Remove barriers, burdens and outdated laws that inhibit, slow or add cost to local innovation and connections with business, industry and postsecondary education.

The Board also heard to incorporate the "5 Cs" – critical thinking, creative thinking, collaboration, communication, and citizenship – needed for success in the Virginia economy.

Across Virginia, and for many years, K-12, higher education and business leaders have been deeply engaged, pioneering and leading efforts to improve and connect the high school experience to the world of work and college. This innovation, leadership and insight has and will continue to inform and shape this work. Leaders have also candidly shared struggles and lessons learned, as well as reminded the Board of the issue of adequate resources, multiculturalism, diversity, high expectations, staffing, leadership and poverty.

No matter your school division's success or struggles, one thing is clear, Virginians hope to do more than merely prepare children for a "good" job. Virginians aim higher. Virginians want to prepare children for a good life -- a better life than the last generation -- a life with opportunity and economic security.

For this, and so much more, thank you.

To learn more about the Profile of a High School Graduate, or to send your ideas or suggestions, write to boe@doe.virginia.gov. Or, visit http://www.doe.virginia.gov/boe/meetings/index.shtml for schedule.

Ask the Legal Expert

Q. Who administers the oath of office to school board members?

A. The oath of office may be administered to school board members by the clerk of the circuit court or by any judge.

See previous "Ask the Legal Experts" online at <u>http://</u> www.vsba.org/services/legal_services/ ask_the_experts/



For the fifth year, the VSBA would like to invite your school division to participate in the VSBA Food for Thought Competition. The VSBA's Food for Thought Competition is a friendly competition between Virginia's school divisions to showcase their programs to combat childhood hunger, provide healthy school meals and encourage wellness and physical activity. For more information, <u>Click Here</u>.





VSBA Affiliate Member Profiles

In each issue of the VSBA newsletter, we will feature three VSBA Affiliate Members. Thank you for support of VSBA and Virginia's public education system.



Aramark K-12 Education

Aramark K-12 Education provides food and facility services to over 500 K-12 districts nationwide.

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Visit <u>http://www.vsba.org/resources/affiliates/affiliate_member_program/</u> for a complete list of VSBA's 50+ Affiliate Members.

THE VSBA REGIONAL SPRING FORUMS WERE A GREAT SUCCESS!

The facilities, student work and presentations, and programs were terrific. Please extend a special thank you to the chairman and vice-chairman of your regions who did an excellent job organizing these events.





UPCOMING EVENTS, WORKSHOPS & TRAINING

May 17, 2016

WEBINAR—Equity Policies 101

LOCATION: Webinar

DETAIL: Is your school division interested in developing an equity policy and doesn't know where to start? Do you have questions about how to get community buy-in? This webinar will feature insights on how to get community support for your policy, how to educate key stake holders, and how to start the conversation and development of a policy in your division.

June 3, 2016

VSBA School Law Conference

LOCATION: DoubleTree by Hilton, Charlottesville, VA DETAIL: Your school division needs you, your superintendent, and your attorney to be at the 2016 VSBA School Law Conference. Why? Because many of the decisions you make have legal implications that will impact your school division for years to come. Be informed and be prepared! Learn best practices for developing a Memorandum for Understanding (MOU) for School Resource Officers. Learn more about the Conflict of Interests Act. Learn about the new Federal education law Every Student Succeeds Act (ESSA) and what it means to your school division. Hear an update on General Assembly bills and how they impact your local division.

SPONSORED BY:





June 14, 2016

FREE WEBINAR- Regional Educational Laboratory (REL) Appalachia: Addressing Research and Data Needs of Education Practitioners

LOCATION: Webinar

DETAIL: Christopher Sun, Deputy Director of REL Appalachia, will share information about the U. S. Department of Education's Regional Educational Laboratory program, a network of 10 labs around the country that provide support to states, districts, and schools in using research and data to improve their practice. REL Appalachia, based in Arlington, Virginia, serves Kentucky, Tennessee, Virginia, and West Virginia through alliances with state and local practitioners and policymakers. Chris Sun will describe how the REL program works, share information on REL projects in Virginia, and inform participants of how they can connect with REL Appalachia.

July 18, 2016

VSBA Orientation for New Board Members & Superintendents

LOCATION: Richmond Marriott, Richmond, VA

DETAIL: Becoming a new school board member or superintendent is an honor and a privilege. Enjoy a successful and less stressful transition by attending the VSBA Orientation for New Board Members & Superintendents. Many important topics will be covered, including ethics, school law, parliamentary procedure, budgets, and more.

SPONSORED BY:





July 18, 2016

VSBA Orientation for New Chairmen & Vice-Chairmen

LOCATION: VSBA Offices, Charlottesville, VA DETAIL: Have you recently been selected as your board's new chairman or vice-chairman? If so, don't miss this orientation which has been especially designed to help you become more comfortable with your new roles and responsibilities. Experts in a variety of areas will address many important topics, such as the legal authority of the chairman, handling media inquires, parliamentary procedure, budget, and more.

SPONSORED BY:





July 19, 2016

VSBA Conference on Education

LOCATION: Richmond Marriott, Richmond, VA DETAIL: Join hundreds of school division leaders from across Virginia at the 31st annual VSBA Conference on Education on July 19, 2016 at the Richmond Marriott. Attendees will have the opportunity to choose from over forty mini-workshops highlighting successful practices in Virginia's school divisions. Topics will range from curriculum to school law, and technology to school safety; participants are bound to leave with many great insights and practical ideas. A luncheon and featured speaker will close out the day.

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ARCHITECTURE INTERIORS LANDSCAPE CAMPUS PLANNING

2016 VSBA BUSINESS HONOR ROLL

Local businesses have the power to shape community attitudes about public schools, and the VSBA Business Honor Roll is a way for local school divisions to recognize local businesses for their support, especially as schools face increasing budget uncertainty. The Business Honor Roll helps divisions say "thank you" for their vital contributions. Congratulations to the following businesses that were recognized!

Albemarle County HemoShear Sentara Martha Jefferson Hospital University of Virginia School of Medicine

Alleghany County Bennett Logging & Lumber Co. Wal-Mart – Covington WestRock

Amherst County Sweet Briar College

Augusta County Daikin Applied Americas Inc.

Carroll County Carroll Wellness Center Twin County Regional Health Care Vanguard Furniture

Chesterfield County Chesterfield Food Bank Journey Christian Church YMCA of Greater Richmond

Craig County Lanford Brothers Co., Inc.

Cumberland County Cumberland Animal Hospital

Fairfax City Freddy's Steakburgers Milestone Communications Ourisman of Fairfax

Fairfax County Deloitte OrthoVirginia Serco

Falls Church City Clare & Don's Beach Shack Ireland's Four Provinces Tori McKinney Rockstar Realtor @KWMetro Center

Floyd County Hollingsworth & Vose Company

Fluvanna County Domino's Pizza Nationwide Insurance Pepsi Cola Franklin City Blake Ford Fred's Restaurant

Frederick County Navy Federal Credit Union Winchester Call Center

Fredericksburg City Businets, Inc. Old Mill, Inc.

Giles County Celanese Patrick Enterprises

Gloucester County Food Lion (Gloucester) Piankatank Community League Riverside Health System

Goochland County Liesfeld Contractor, Inc.

Hampton City Crowne Plaza Marina Hotel-Hampton Huntington Ingalls Industries Q Design

Henry County Eastman Chemical Company Lowe's Home Improvement SPCA of Martinsville-Henry County

King William County King William Florist Subway – King William Wild Heather Creations

Loudoun County Developmental Connections George Washington University Virginia Science & Technology Campus Orbital ATK

Lunenburg County Southside Electric Cooperative Twigs & Berries

Manassas City Imagine, Inc. Infinite Printing Micron Technology, Inc.

Manassas Park City QMT Associates, Inc.

Martinsville City Nationwide Homes

Mecklenburg County Mecklenburg County Business Education Partnership Sentara MeadowView Terrace VCU Health Community Memorial Hospital

Norton City Dairy Queen DoughMakers Pizza Lowe's Orange County Breckenridge Carriage

Prince George Container First Services Prince George Electric Cooperative Wal-Mart Distribution Center

Prince William Dominion Virginia Power, Possum Point Power Station Integrated Finance and Accounting Solutions (IFAS) Mason Game & Technology Academy

Radford City Ameriprise BT's Radford Sal's

Rappahannock County Rappahannock County Lions Club Rappahannock County School Sports Association

Roanoke County First Team Auto Mall Kroger Walmart

Rockbridge County Domino's Pizza Rockbridge Farmer's Co-Op Inc. Washington and Lee University

Spotsylvania County NSWC Federal Credit Union Rosner Toyota of Fredericksburg

Staunton City Burger King Paul Obaugh Ford Staunton Downtown Development Association

Surry County Farmer Joe's Florist Phi Chi Omega Chapter Alpha Kappa Alpha Sorority, Inc. Surry Power Station Volunteers

Warren County Ballou Justice Upton Architects Charlie's Auto Repair Howard Shockey & Sons

West Point C&F Bank TRC Designs, Inc. WestRock – West Point Mill

Williamsburg-James City County

Baeplex Martial Arts Printpack, Inc. Sentara Williamsburg Regional Medical Center

York County Ashe Facility Services Bay Electric Company, Inc. TowneBank



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Gina G. Patterson, executive director



Virginia School Boards Association

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MISSION STATEMENT

Virginia School Boards Association, a voluntary, nonpartisan organization of Virginia school boards, promotes excellence in public education through advocacy, training and services.

VISION STATEMENT

VSBA is recognized and respected as an innovative leader in public education.