

VSBA President
Bill Kidd
Wythe County School Board

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

July 18
New Board Member/
Superintendent Orientation

July 18
New Chairman/Vice-Chairmen
Orientation

July 19
VSBA Conference on
Education

August 10
Webinar: Path to Career
Readiness

PRESIDENT'S MESSAGE

Schools out! Schools out! That sound of blissful excitement resonates for students, teachers, administrators, and school board members across our state as another very successful year of outstanding achievements comes to a close. The end of school brings a very different response from many parents! Now the planning and organizing and making ready for another year to begin is underway. The business of educating our children never ends. Do take time to relax and catch your breath and energize yourself for the new excitements, challenges, and opportunities that will evolve when the school bells ring and the buses roll again in just a few weeks!

Nearly daily at my home in Wytheville, flocks of geese fly over our house at just about the same time each morning and then again at about the same time late in the evening. We discovered that these geese were persistently making their way from one pond to another in our community. It has become a spectacle to observe on a regular basis. I have no idea the rhyme or reason for this sojourn each day, but they certainly know where they are going, where they have been, and why they are doing what they are doing. Pretty important concepts for us to employ in our lives in education, I believe. Several years ago I came across this piece by an unknown author and found it to have a very significant message for people in general but maybe even more especially for people in positions of leadership and responsibility. I think it is very appropriate for our consideration as school board members.

“The Sense of a Goose—Lessons from Geese”

When you see geese flying along in “V” formation, you might consider what science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in “V” formation, the whole flock adds at least 71 percent greater flying range than if each bird flew on its own.

Lesson: People who share a common direction and sense of community can get where they are going more quickly and easily because they are traveling on the thrust of one another.

When a goose falls out of formation, it suddenly

feels the drag and resistance to trying to go it alone and quickly gets back into formation to take advantage of the lifting power of the bird in front.

Lesson: If we have as much sense as a goose, we will stay in formation with those people who are headed the same way we are.

When the head goose gets tired, it rotates back in the wing and another goose flies point.

Lesson: It is sensible to take turns doing demanding jobs, whether with people or with geese flying in formation.

Geese honk from behind to encourage those up front to keep up their speed.

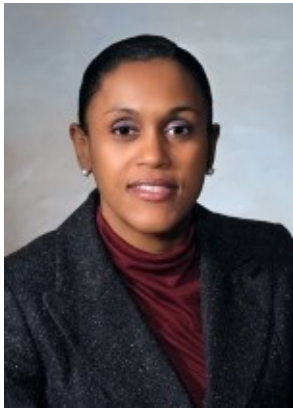
Lesson: What messages do we give when we honk from behind?

(continued on page 3)



VSBA School Law Conference in Charlottesville, VA





Gina G. Patterson
VSBA Executive Director

FROM THE EXECUTIVE DIRECTOR

New School Board Members hit the ground running in policy

One of the hardest learning curves for new school board members is learning their governance roles and responsibilities. One of the first things new board members should try to familiarize themselves with is the division's policies.

Taking action on school board policies will be one of the major functions of your role. Along with the annual budget, and the employment of a superintendent, setting the division's policy is one of the three main functions of a school board. As you know, many of the division policies are required by state and federal law, and they have to be maintained. For instance, the division must have a purchasing policy.

Along with the new member packet that VSBA sent to you immediately after your appointment/election, I would suggest the next thing on your to-read list be the board's operating procedures and policies. The procedures can help answer a lot of everyday questions new board members often have about how things are done and why things are done a certain way in your school division. For instance, things involving board meetings, like how items are added to the agenda, public comment, or what is the procedure for review and approval of minutes.

New board members should try and familiarize themselves with the division's policy manual as soon as possible. Think of the policy manual as a set of "laws" unique to your local school division, that helps your board maintain order and structure. It would be impossible to know the entire manual from top to bottom, but a general understanding of the manual and more importantly how to locate key policies, when needed are important.

There are certain policies you will want to read completely, if your board does not have a policy committee to go to for that advice, ask the superintendent or the school board chairman for suggestions. Having a basic understanding of your division's policies will help you acclimate a lot quicker in your role as an active participant in board meetings.

Please remember that while the job of the board is to establish policy, that it is the superintendent and their staff's job to implement policy. Don't hesitate to ask questions of your fellow veteran board members, your superintendent or your board clerk. VSBA is also just a call away.

VSBA, your association is here to help you and support our member boards. We look forward to seeing you at the new member orientation on July 18th in Richmond.

If you have any questions about policy, please contact Elizabeth Ewing, VSBA Director of Legal and Policy Services at (800) 446-8722. Thanks for all that you do.

NSBA Advocacy Institute

The Virginia Delegation at NSBA Advocacy Institute met with Senator Tim Kaine on June 13. Board members discussed ESSA implementation, child nutrition, federal funding for IDEA, and career and technical education. We look forward to continuing this productive conversation about federal education issues.





PRESIDENT'S MESSAGE *(continued from page 1)*

Finally, and this is important, when a goose gets sick or is wounded by gunshot and falls out of formation, two other geese fall out with that goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly or until it dies; and only then do they launch out on their own or with another formation to catch up with their group.

Lesson: If we have the sense of a goose, we will stand by each other like that.

HONK IF YOU UNDERSTAND!

On Tuesday, July 19, at the Richmond Marriott we will have our Conference on Education. This is always one of our most highly regarded and best attended conferences. This year's conference will begin with a presentation by Apple, Inc. on education strategies and technologies that are emerging and the benefits of their use in our school programs. There will also be opportunities to choose from over 30 round table mini-workshops highlighting successful practices in Virginia's school divisions. These sessions will highlight creative and innovative ideas, best practices, and powerful information that can impact kids across the Commonwealth. By participating in this conference, you don't have to beg, borrow, or steal successful ideas and programs, they are there for the taking. Network, share, and establish key relationships with significant colleagues from across the state in an attempt to make us all even more proficient in what we are attempting to do.

Also on Monday, July 18, there will be orientation sessions available for all new board members, superintendents, chairmen and vice-chairmen. You will find these sessions invaluable in providing information which will help you realize some of your important responsibilities in your new endeavors.

If you have not already done so, please sign up right away for one or both of these growth experiences.

And as always, I thank you and commend you for all that you do on behalf of the students of our great Commonwealth!



VSBA President Bill Kidd presents retiring VHSL Executive Director Ken Tilley with a Proclamation from the VSBA Board of Directors at the School Law Conference.



Ask the Legal Expert

Q. How does an elected school board fill a vacancy on the board?

A. The procedure for filling vacancies on a school board is specified in the Code of Virginia. Filling a vacancy is a two-step process. The first step is to fill the vacancy on an interim basis. The second step is for the vacancy to be filled for the remainder of the term by a special election.

The procedure for filling the vacancy on an interim basis is stated in Va. Code § 24.2-228. The remaining members of the board are permitted (but not required) to appoint someone to fill the vacancy. The person they appoint must be a qualified voter of the election district (if any) in which the vacancy exists. The person so appointed will serve until the seat is filled by a special election. If the school board is going to make an interim appointment, it must do so within 45 days of the vacancy. The school board must hold a public hearing at least seven days prior to making the appointment.

The special election is ordered by the local circuit court pursuant to Va. Code § 24.2-226. The school board's only responsibility with regard to the special election is to give the court notice of the vacancy. The school board must give notice of the vacancy to the circuit court within 15 days of the vacancy.

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

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Congratulations 2016 VSBA Student Art Contest Winners!

BLUE RIDGE

Hope Greer– Windy Gap Elementary School
(Franklin County)

Meredith Hicks– Andrew Lewis Middle School
(Salem City)

Darrien Leffel– Salem High School
(Salem City)

CENTRAL

Brailey Jenkins– Yowell Elementary School
(Culpeper County)

Hannah Short– Walton Middle School
(Albemarle County)

Madeline DeMichele– Monticello High School
(Albemarle County)

EASTERN

Jessica Gonzalez– West Point Elementary School
(West Point Town)

Mackenzi Dobson– Hamilton Holmes Middle School
(King William County)

Savanna Fatony– Gloucester High School
(Gloucester County)

NORTHEASTERN

Eithne Richardson– Cougar Elementary School
(Manassas Park City)

Evan Dick– Lanier Middle School
(Fairfax City)

Rosy Molina Del Rosario– Fairfax High School
(Fairfax City)

SOUTHERN

Emmanuel Mendez– Goodview Elementary School
(Bedford County)

Elizabeth Kim– Forest Middle School
(Bedford County)

Mikayla Streat– Prince Edward County High School
(Prince Edward County)

SOUTHSIDE

Laila Raisley– Blandford Program for Mathematics and Humanities
(Petersburg City)

Lyndsay Marie Corrigan– Colonial Heights Middle School
(Colonial Heights City)

Sneha Mure– John Randolph Tucker High School
(Henrico County)

SOUTHWEST

Ellie Marie Cobb– Washington-Lee Elementary School
(Bristol City)

Lexie Norris– Northwood Middle School
(Smyth County)

Kalyn Blevins– Marion Senior High School
(Smyth County)

TIDEWATER

Ashley Martin– Northern Shores Elementary School
(Suffolk City)

Maddison Womack– James Blair Middle School
(Norfolk City)

Charis Mendaros– Tallwood High School
(Virginia Beach City)

VALLEY

Emily Nyguen– John Kerr Elementary School
(Winchester City)

Kaylee Wenger– Skyline Middle School
(Rockingham County)

Sara McCormick– Rockbridge County High School
(Rockbridge County)

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Luvelle Brown
Superintendent, Ithaca
School District, Ithaca, NY

How School Districts Can Use Twitter Productively

It's essential for today's school leaders to facilitate learning conversations using technology tools. These conversations can easily drift to the latest gadget or invention instead of the anticipated instructional outcome, but a few simple tips can help educators and administrators use Twitter to achieve educational benefits.

Share information about accomplishments and special events

Now more than ever, it is important for educators to share impressive examples of outstanding teaching and learning occurring regularly. In the face of fiscal challenges, external competition and new standards facing contemporary classrooms, school stakeholders are seeking depictions of day-to-day happenings. Twitter is a free, efficient and effective way to communicate with a large number of parents, educators, voters, taxpayers and politicians.

Our 6,000-student school district's Twitter account (@ithicaNYSchools) is run by our communications department and has more than 2,300 followers. I also use my own Twitter account, with more than 2,200 followers, for both personal and professional engagement. It's important for my followers in the district to get a complete picture of their superintendent, to see my dedication to my family and community as well as to the success of the schools.

Connect with and learn from other professionals and students

School districts nationwide have been striving to provide young people with anywhere, anytime access to information and learning. The ensuing one-to-one mobile device initiatives not only have increased access to information but also have led to pedagogical enhancements and achievement grants. Adults in the school community also have access to new technological devices and can benefit as much, if not more, than students.

Valuable virtual connections between educators often begin with a retweet or a favorite of an interesting resource or tip. These simple acts can lead to the formation of virtual professional learning networks and chat sessions extending beyond a district's borders. The widely followed hashtags #edteach and #edteachchat have expanded learning conversations around the globe.

Educators also can turn to their digital-native students for assistance with using apps on mobile devices in the classroom. By engaging with students on Twitter, we can discover what and how they are learning. When students know that a school or district's Twitter account is being monitored and that a simple tweet can spark a two-way conversation, they are more likely to engage with educators.

Encourage a shift in culture

It's hard to believe that statements containing 140 or fewer characters can stimulate culture-shifting thinking and conversations, but tweets have sparked collaboration and positive change throughout our district. Twitter and other social networking tools can enhance the traditional strategic planning process by increasing school and community engagement in ongoing conversations about our continuous improvement efforts. Using specific hashtags to identify threads, educator can spark discussions about learning. The Baltimore County, Md., Public Schools use the hashtag #TeamBCPS so internal stakeholders can follow the conversation about the use of new instructional practice and new ways to meet student needs.

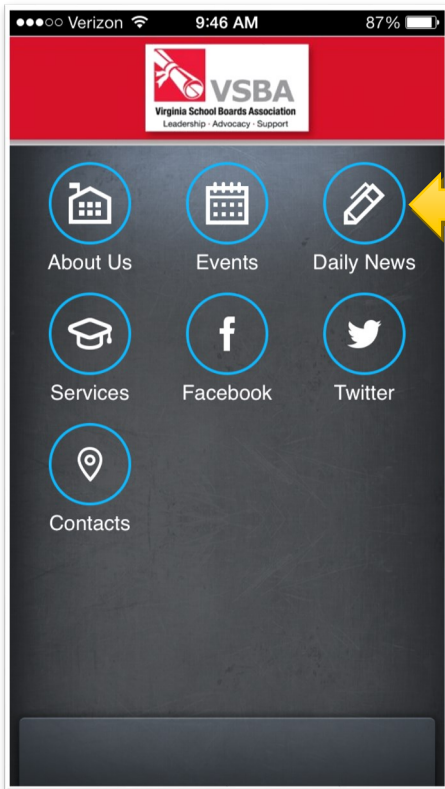
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FOLLOW VSBA ON SOCIAL MEDIA





VSBA App—now available!



Receive the VSBA Daily Education News automatically every day on the new VSBA App!



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”. At this time the App is 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.

TWITTER (continued from page 5)

This contemporary approach to strategic planning and continuous improvement is on display in my district which envisions “6,000-plus thinkers.” As a community, we have a common understanding that thinking is at the core of new discoveries, solutions for complex problems and creativity. I’ve used Twitter to share examples, ask questions and stimulate conversations to build a common mental model for goals, priorities, and metrics. Additionally, I co-authored a book in 2014, #ThinkTweets: 100 Transformative Tweets for Educators, that contains inspirational quotes encouraging leaders to consider how to use technology to change education for the better.

Share, connect, reflect, learn and think using Twitter. It’s a social networking tool that can be a vital part of your self-directed professional development, continuous improvement and overall learning efforts.

Luvelle Brown is superintendent of the Ithica School district. This article originally appeared in the October 2015 issue of The School Administrator and is reprinted with permission.

Interested in Serving in a Leadership Role with VSBA?

Each year, a regional nominating committee is formed to solicit nominations for VSBA Regional Officers. If you are interested in learning more, or applying to be a VSBA Regional Officer, please [click here](#).

The VSBA is also seeking nominations for at-large members of the VSBA Board of Directors. For information and to apply, please [click here](#).

For additional information about regional officers or the Board of Directors, contact Gina Patterson, executive director, at gina@vsba.org or 434-295-8722.



VSBA ANNUAL CONVENTION 2016

DATE:

November 16—18, 2016

LOCATION:

Williamsburg Lodge
Williamsburg, VA

Call for Presentations:

[Click here](#)

to complete the SurveyMonkey form to be considered for a one-hour convention presentation. If selected, VSBA staff will be in touch with the assigned presentation time.

Deadline: August 15, 2016

General Session Speakers:



Mark Brown

Mark Brown is a dynamic speaker whose unique blend of insight and humor leaves his audiences entertained, uplifted and inspired. Originally from Kingston, Jamaica, he incorporates "everyday things of life" into his powerful presentations. His unique style has delighted audiences from Bahrain to Boston as he helps people overcome their fears and reach their maximum potential.



Steve Pemberton

Steve Pemberton is Vice-President, Diversity and Inclusion and Global Chief Diversity Officer for Walgreens Boots Alliance. Prior to that he served as Chief Diversity Officer for Walgreens. He is widely considered a subject matter expert on matters of diversity and inclusion and its importance to the sustainability of organizations and the communities they serve.



Murray Banks

Murray Banks is an honored educator and world champion athlete. As an educator, Murray's imaginative and innovative teaching techniques earned him the Vermont Teacher-Of-The-Year for Physical Education and Outstanding Educator Awards. As a coach, he turned long time losing programs into perennial State Champions. As an athlete, he has twice been one of the top finishers in the Ironman Triathlon World Championship in Hawaii and is a 3-time World Champion in skiing.

Moderators Needed:

Breakout session moderators introduce presenters and serve as liaisons between the audience and speakers. Contact Brianna Hundley, coordinator of board development, at brianna@vsba.org to sign up today!

For regularly updated information, visit the Annual Convention page of the VSBA web site [HERE](#)

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Advocacy Survey Reminder

The importance of advocacy and grassroots advocacy is a central component of VSBA and our mission. As we continue to expand our advocacy programs and initiatives, we want to hear your directly from you. Your feedback on the advocacy survey will provide VSBA with valuable information on how we can best serve you in all of your advocacy efforts. **The deadline for completion of the survey is Friday, June 24.**

School Board members, please check your email for a link to the survey. Contact Emily Webb, director of government relations, if you have any questions.

Food for Thought Awards

Judging took place for the 2016 Food For Thought Awards at the VSBA Office in May.

The winning divisions will be announced and presented with their awards at the 2016 Conference on Education on Tuesday, July 19 at the Richmond Marriott. VSBA was honored to have First Lady Dorothy McAuliffe judge the awards this year. First Lady McAuliffe will also join us at the conference to present the awards to the winners.



Additional 2016 VSBA Business Honor Roll Recipients

Local businesses have the opportunity to shape community attitudes about public schools, and the VSBA Business Honor Roll is a way for school boards to recognize local businesses for their support.

Petersburg City

- 12th Masonic District Prince Hall Masons & St. John's Young Men Bingo Association
- Hardee's Boddie-Noell Enterprises, Inc.
- Personal Touch Beauty & Barber Salon

VSBA Profile in Leadership



Rodney Jordan
Norfolk City School Board
VSBA Tidewater Region Chairman

Tidewater Region: Accomack County, Chesapeake City, Franklin City, Hampton City, Isle of Wight County, Newport News City, Norfolk City, Northampton County, Poquoson City, Portsmouth City, Southampton County, Suffolk City, Surry County, Sussex County, Virginia Beach City, Williamsburg/James City County, York County

Where is your hometown?

Virginia Beach

How long have you been a school board member?

I am completing my fourth year.

What/who inspires you?

There are so many people who inspire me beginning with my own parents, but what inspires me most is the pursuit of a public education system that serves as a launching pad for every child who walks into the school house door.

What is your motto as a board member?

All Means All.

What do you consider your greatest accomplishment as a board member?

I believe I have played a role in bringing new attention to "governing through policy," however, it takes more than one board member to accomplish anything. My service as co-chair of the VSBA Task Force on Schools in Challenging Environments has been one of my most rewarding since becoming a school board member.

Why is advocacy important to you and your role as a school board member?

Throughout our school divisions are a series of interdependent relationships. As school board members I believe we are duty-bound to bring our "children first" comprehensive perspective and understanding to these interdependent relationships. The overwhelming majority of children in our country attend public schools. Our advocacy is critical to the health of our republic. I believe seriously we should pursue our advocacy role with that in mind.

Advocacy can be intimidating to some people. What advice do you have for them on ways to gradually become more engaged in advocacy?

For those who feel nervous about advocacy, I recommend quietly attending or participating in our (VSBA) sponsored events and activities. Every event I attended boosted my confidence to advocate as a school board member, which was very different from other advocacy I was involved. There's a great deal of nurturing and support that we receive from events and trainings, and the VSBA staff pride themselves on their service to us as board members.



Thank You to the 2016 VSBA Business Affiliates

The Virginia School Boards Association appreciates the support for public education shown by its business affiliate members.

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[Educational Testing Service \(ETS\)](#)

[English Construction Company, Inc.](#)

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[Spectrum Design, P.C.](#)

[SunTrust](#)

[Therapeutic Interventions, Inc.](#)

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[Vanir Construction Management, Inc.](#)

[VMDO Architects, P.C.](#)

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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.



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Jill Burcky
Phone: 703-903-9100
Email: jburcky@gparch.com
Web: www.grimmandparker.com



Mountain Valley Transportation
Providing school bus transportation services

Drema Cole
Phone: 540-777-0101
Email: dcole@mntnvalleybus.com
Web: www.mvtbus.com



SAS
SAS institute is a leader in advanced analytics for K-12 solutions. Using SAS, administrators can consolidate, report, and analyze data to make proactive, data-driven decisions and determine probable future outcomes.

Jon Anne Howard
Phone: 919-531-6213
Email: JonAnne.Howard@SAS.com

Visit http://www.vsba.org/resources/affiliates/affiliate_member_program/ or view page 9 of this newsletter for a complete list of VSBA's Affiliate Members.

School Board Recognition Programs

VSBA Board of Distinction

Each year, the VSBA identifies school boards that will be designated as a VSBA Board of Distinction. Boards must apply for the designation and must meet specific requirements in four key areas: planning, policy, promotion, and board development. If eligible, the board will receive a plaque to hang on the wall of their boardroom designating the board as a VSBA Board of Distinction.

For more information, [CLICK HERE](#).

VSBA School Board of the Year

Each year, one outstanding local school board is named the VSBA School Board of the Year to recognize its efforts. Nominated school boards must be members of VSBA at the time of nomination and selection.

For more information, [CLICK HERE](#).

VSBA Regional School Board Member of the Year

Each year, the VSBA recognizes one outstanding school board member from each of the nine VSBA regions who exemplifies local involvement in promoting student achievement.

For more information, [CLICK HERE](#).

VSBA Advocate for Education Award

The importance of advocacy and grassroots advocacy is a central component of VSBA. This award was created to recognize board members who have demonstrated significant and outstanding leadership, commitment, and contribution to public education in their region and the Commonwealth, and who have shown active involvement in local, state, and federal advocacy on behalf of their division, VSBA, and public education.

For more information, [CLICK HERE](#).



UPCOMING EVENTS, WORKSHOPS & TRAINING

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: Richmond Marriott, Richmond, 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 inquiries, parliamentary procedure, budget, and more.

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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 thirty 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. Governor McAuliffe has been confirmed to speak at this conference.

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Cross-REL Event: Postsecondary Readiness in Rural Communities

Date: July 25, 2016
Time: 8:30 a.m.-3:30 p.m.
Location: Nashville, TN

Share this event with a colleague or friend - [click](#) to download the event flyer!

REL AP is co-hosting a full-day event with REL Mid-Atlantic and REL Northwest on preparing students in rural schools for college and careers. The perspectives of three groups will be integrated into sessions throughout the day: researchers, practitioners, and students. Specific topics include dual enrollment, measuring postsecondary readiness, career and technical education, and challenges rural students face in postsecondary transitions. Researchers will share recent studies on these topics, practitioners from the field will add personal perspectives and promising practices, and student representatives will share their stories and facilitate discussions. A lunchtime policy discussion will feature panelists from higher education, business, career and technical education, and K-12 education, as well as students.

Keynote speaker Dr. Aaron Thompson, executive vice president of the Kentucky Council on Postsecondary Education, will discuss how his background in a rural Appalachian community shaped his life and career trajectory. The day will conclude with a student panel presenting and facilitating a discussion about the need to incorporate student voices into research, policy, and practice on postsecondary readiness. With speakers and panelists from several states representing a variety of constituencies, this event is designed to foster all-encompassing, nuanced discussions informed by many perspectives.

[Register here](#)

School Board Candidates Webinar

Do you have a candidate running for school board in your city or county? VSBA has put together a free webinar that is available on-demand for school board candidates.

To access the webinar, visit: http://www.vsba.org/meetings_conferences/webinars_on_demand/



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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.

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