



VSBA President
Bill Kidd
Wythe County School Board

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DATES TO REMEMBER

August 10
Webinar: The Value of CTE for All Students

September 1
Superintendent Evaluation Workshop

September 15
VSBA Legislative Advocacy Conference

October 6
Webinar: Are Your Athletics Policies and Procedures in Compliance with the Law?

PRESIDENT'S MESSAGE

Greetings from Southwest Virginia!

Last year we were in Chicago for a NSBA Leadership Conference. I was in one breakout session with about 60 other state school board leaders. The facilitator for this session was a young, vivacious gentleman named Steve Pemberton, the Chief Diversity Officer and VP for the Walgreen's corporation. He is a phenomenal personality who has written an outstanding book, *A Chance in the World*, detailing all that he had to endure and overcome as a child going through deplorable conditions in a foster care system that grossly failed him. **[You are in for a real treat! Steve Pemberton will be one of our featured speakers at our annual conference in Williamsburg this Year.]** Early in our time together he led us in a warm up activity. He showed us a picture of an iceberg done in such a way that you could see the portion above the water and also that portion below the water. He mentioned that the iceberg had different qualities in the part above the water than the part beneath the water. Our group was divided into about seven people at individual tables who were strangers to each other. In relationship to our picture of the iceberg, we were given an assignment to spend a few minutes writing down the qualities in ourselves which were above the water--easily visible and recognizable by the people we had just met at our tables. Then we were to write down qualities that we possess that our new acquaintances would have no way of knowing about us--the qualities beneath the water if you will. The next part of the assignment was to go around the table and share our lists with each other. It was very enlightening to get to know these strangers in such a vital way and a degree of camaraderie was developed on the spot. Communication lines were immediately opened and our session together became very productive, indeed. One of the points of this exercise was the recognition that far too often we judge people by those visible qualities that are readily recognized at first contact yet which most of the time have nothing to do with what the person is really all about. We were reminded of the significance of getting to know people for who they really are before we make value judgments and label them for life. This could be particularly appropriate for us as school board members as we recognize our roles as

leaders, develop relationships with stakeholders, and create an atmosphere in our divisions that acknowledges the dignity and worth of everyone which helps us to make a difference in each person's life.

All of us in leadership in VSBA (and I trust many of the overall membership as well) recognize what an asset Executive Director Gina Patterson is to our organization. She is also held in very high esteem by NSBA and other national organizations. Recently she was selected as one of only two executive directors from across the country to serve on the Governance Review Committee for NSBA. Congratulations to Gina! Those of us who work closely with Gina and her staff know what all they do to make the rest of us look good!

Dr. Tom Brewster and I had the honor of representing VSBA and the Task Force on Workforce Readiness in presenting our findings from our superintendent survey to the State Board of Education in Richmond on June 22. We also took the opportunity to react and make comments in relation to their Profile of a Virginia Graduate. We as a Task Force have been asked to provide input for the mission of the

(continued on page 3)



VSBA Task Force on Workforce Readiness co-chairs Bill Kidd (Wythe County) and Tom Brewster (Communities in Schools) present their survey results and recommendations to the Virginia Board of Education.



Gina G. Patterson
VSBA Executive Director

FROM THE EXECUTIVE DIRECTOR

VSBA Celebrates 110 Years of Service

This year VSBA celebrates 110 years of existence. VSBA is the third oldest state school boards association in the country. For those of you who were on your local boards in 2006, you may recall our 100th birthday celebration. It's hard for me to imagine what it was like for our original association back in the early days, but my 18 years with this organization makes it easy for me to understand their purpose. It was simply to ensure that those that governed the local school boards in their divisions were equipped with as much information as possible to make the best decisions for the children. Remarkably, our mission is the same today as it was in 1906, to be the go-to source for our member boards in providing leadership, advocacy, and support.

Admittedly, a lot has changed in 110 years - certainly in my 18 years with this association, and even in the last five years. We've evolved to meet the needs of our Members and build a sustainable organization that is mission driven and focused. But what strikes me the most is what hasn't changed. The dedication and commitment of our member boards to provide the best possible public education for the kids in their local communities.

There have been several hurdles the past few years, but the association has always been able to bounce back. I have been lucky the last three years to have a board of directors that have been mission driven and about the work of improving the association. It started with the leadership of past president Kerri Wilson, continued with immediate past president Juan Wade and has been passed on under the leadership of President Bill Kidd.

Today, we remain true to our roots. We call it transparency: an honest, open approach to working with and through our member boards.

After 110 years, VSBA still aims to keep it that way. Thanks to you and all the board members before you that have helped mold VSBA into the organization it is today.

"Thanks to you and all the board members before you that have helped mold VSBA into the organization it is today."

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VSBA
Virginia School Boards Association
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Ask the Legal Expert

Q. How do I get an item on a meeting agenda?

- A. Each school board establishes its own process for creating meeting agendas. In divisions which have adopted VSBA Policy BDDC Agenda Preparation and Dissemination, the school board chair prepares the agenda with the assistance of the superintendent. Any member of the board may submit items for inclusion on the agenda.

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



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

State Board in identifying conditions and needs of public education, high school redesign, changes to the Virginia accountability system, and recommendations for the SOQs. These are all issues of which all school board members will want to become very familiar.

It seems that it was only yesterday that we were shouting, "Schools Out!" Already many of our school divisions are looking forward to the quickly approaching opening of another school year. I trust that we will see the same enthusiasm and excitement about the impending beginning that we saw with the ending of a school year just a few weeks ago! We wish for each school division a most significant school year with children once again being given every opportunity possible to learn, grow, excel, and be successful in all aspects of their educational pursuits. Thanks to all of you school board members for all that you do to promote education in our great Commonwealth.



SCENARIO

Board member "X" goes to the superintendent and complains that board member "Y" is never prepared for board meetings.

What is the main issue?

Who should own it?

How would you handle it?

Could your board benefit from the insight and direction of a governance expert?

Call us at **434-295-8722** or **800-446-8722** and we will work with your board to design a training session that best meets your needs.

www.vsba.org/services/center_for_board_development

VSBA Nominating Committee Report

The VSBA Board of Directors nominating committee has recommended Scott M. Albrecht (Manassas City) as the 2017 president-elect, and R. Tyrone Foster (Bristol City) and Camilla Washington (Fluvanna County) as the at-large members. These recommendations will be brought before the VSBA Delegate Assembly for a vote at the VSBA Annual Convention in November.

Albrecht has been an elected member of the City of Manassas School Board since 2000 and currently serves the VSBA as chairman of the Legislative Positions/Federal Relations Committee. Prior VSBA experience includes chairman of the VSBA Northeastern Region, VSBA at large member, a member of the VSBA Virtual Learning Task Force, a member of the VSBA Regions task force, a member of the VSBA Insurance Pools Supervisory Board, and a member of the NSBA Federal Relations Network. He has also served as a presenter, moderator and delegate at the VSBA Annual Convention. Albrecht also serves as chairman of the regional Governor's School at Innovation Park Board, and has previously served as chairman of his local board.

Foster was elected to the Bristol City School Board in 2008. Foster served two years at the VSBA Southwest Region chairman and is currently serving as a VSBA member at-large. He has been involved with the VSBA as a delegate at the Delegate Assembly, an Annual Convention moderator, a member of the VSBA Task Force on Schools in Challenging Environments, a nominating committee member, and a member of the Audit Committee.

Washington was elected to the Fluvanna County School Board in 2009, served two years as VSBA Central Regional chairman and is currently serving her first year as VSBA member at large. She has been involved with the VSBA as vice-chairman of the Central Region, a delegate at the Delegate Assembly, an Annual Convention moderator, a member of the VSBA Task Force on Regional Organization and Purpose, a regional nominating committee member, a member of the Federal Relations Committee, a representative on the First Lady of Virginia's Council on Bridging the Nutritional Divide, and a representative on the Virginia Department of Education's Legislative Study Stakeholders Committee.



Scott M. Albrecht
Manassas City



R. Tyrone Foster
Bristol City



Camilla Washington
Fluvanna County



VSBA Service Spotlight: Superintendent Search Services

By Rodney Jordan, Norfolk City School Board

Please allow me to share why I value the superintendent search services offered by our Virginia School Boards Association.

Let me to start with a little background... In March 2015, our school board found ourselves addressing one of the most challenging circumstances we face as school board members – the separation with an existing superintendent and establishing a process for recruiting and hiring a new one. For our school board, the timing of the event meant we were in the midst of SOL testing, the budget adoption process, onboarding an acting superintendent, and giving attention to all the factors and stressors involved with a superintendent search.

After a review of firms with experience in conducting superintendent searches, our school board selected the Virginia School Boards Association (VSBA) to work with our board on our search. In May 2015, we began our search process. In July 2015, our board consisted of two new board members, a new chair and vice-chair, and only one out of seven board members with superintendent search experience. Also in July

2015, the Norfolk Electoral Board held a drawing to determine which two of three board members would have their board terms shortened by a year and the third extended by a year as Norfolk began a transition from an appointed school board to an elected school board.

Try to imagine performing one of the most important tasks of a school board – selecting a superintendent – with all of that change as a backdrop.

Choosing VSBA as our search consultant and advisor provided our board exception value, return on investment, and a set of intangibles, I am convinced no other organization could compete.

(continued on page 5)

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.**



Air Mechanical Sales, Inc.
Classroom Precision Climate
Management Systems

David Light
Phone: 540-344-9253
Email: dlight@airmechanicalsales.com
Web: www.airmechanicalsales.com



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Amy Oliver
Phone: 512-527-9191
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Web: www.sodexo.com

**Visit http://www.vsba.org/resources/affiliates/affiliate_member_program/ for a complete list
of VSBA's Affiliate Members.**



VSBA Service Spotlight: Superintendent Search Services (continued from page 4)

Consider this list:

- VSBA knew us! Because of our engagement in the association and our work with VSBA-led governance training, we received the benefit of working with experts who knew the personalities on our board.
- VSBA shares our commitment to children. Working with VSBA we received all of the professional services and expertise that for-profit search firms state they offer along with an added benefit of working with our association committed to the same goals as we. We did not have to concern ourselves with candidates with past history with a search firm.
- VSBA provided a national search platform. Applicants for our superintendent position applied from numerous states – far and near. VSBA's reputation and networks supported our goal of casting a wide net.
- VSBA insured confidentiality of the process. Our board determined that a confidential search process from beginning to end was critical for us to receive a wide range of applicants. We knew that sitting superintendents and others may be less likely to apply if their names were released publicly. VSBA supported us as board members to hold true to the confidential nature of the process and they provided an infrastructure for the candidates assuring their confidence.

Finally, as a member of VSBA, we received all the benefits listed above and more at a financial cost more than reasonable and competitive. Consultation and support that others likely would have charged, we received from VSBA through its member services.

If your board finds itself in need of a superintendent search, I recommend you consider our own association – VSBA.

For more information on VSBA Superintendent Search Services, please contact Gina Patterson, executive director at gina@vsba.org or 1-800-446-8722.

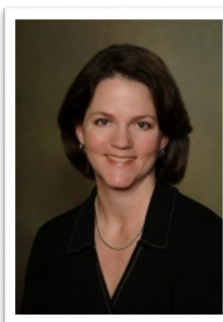


VSBA

Virginia School Boards Association

Superintendent Search

VSBA Profile in Leadership



Beth Hardy
Goochland County School Board
VSBA Southside Region Chairman

Southside Region: Amelia County, Brunswick County, Charles City County, Chesterfield County, Colonial Heights City, Correctional Ed. Bd., Cumberland County, Dinwiddie County, Goochland County, Greenville/Emporia, Hanover County, Henrico County, Hopewell City, New Kent County, Nottoway County, Petersburg City, Powhatan County, Prince George County, Richmond City

Where is your hometown?

Winchester, Virginia. I attended John Handley High School – the only privately endowed public high school in the United States.

How long have you been a school board member?

Since 2012. I just started serving my second term this year.

What/who inspires you?

My family inspires me – my grandparents taught me the value of education; my parents instilled in me the values of hard work and persistence; my husband inspires me with his work ethic and unconditional support of what I do; and my children inspire me daily as I see them focusing on the important things in life.

What is your motto as a board member?

It's no different than my personal motto – integrity and persistence in all things. (I reference Calvin Coolidge's quote on persistence.)

What is your advice for new school board members?

My advice is to understand proper governance – learn and respect the roles and responsibilities of Board members versus Administration. How School Board members work with the Superintendent and the leadership team is critical to any school division's success. Also, develop a productive relationship with your local governing body (Board of Supervisors, County/City Administrator). Having mutual trust and respect is a huge factor in working efficiently and getting sufficient resources to run our schools. Lastly, take advantage of every training opportunity provided by the VSBA. They are a treasure trove of information, support, and guidance.

What is the primary reason you like being a member of the VSBA?

The primary reason I like being a member of the VSBA is because of the contacts I have made. I am able to reach out to other members and/or the VSBA staff at any time with questions or to bounce ideas. Networking is valuable and the solidarity we build on certain issues can have a dramatic impact on public education in Virginia. I love that the VSBA is recognized and respected as an innovative leader in public education. This affords us "a seat at the table" in many important conversations across the state.



VSBA Conference on Education Brings Together Educational Leaders From Across Virginia

Over 400 Virginia school board members, educators, governing officials, attorneys, and legislators attended the 31st annual VSBA Conference on Education in Richmond, VA. Participants had the opportunity to attend their choice of over 30 mini-workshops on topics including personnel, career and technical education, curriculum and instruction, partnerships, school/community relations, school law, STEM education and advocacy. The presenters included educators from state and local levels, university and college professors, business representatives, and attorneys.



The day began with a dynamic presentation led by John Couch, VP of Education for Apple, Inc. Couch led the attendees through a presentation that followed the path of technology and learning styles with students throughout history. He reminded attendees that student engagement and collaborative teaching methods are imperative to student achievement.

After five rotations of round table sessions, board members attended VSBA regional meetings to discuss the nomination process for regional officers, discuss advocacy issues, and discuss any items of regional interest. *(If you missed this meeting and have any questions about this process, please contact your regional chairman, as listed on the final page of this publication.)*

Governor Terry McAuliffe brought greetings to the attendees at the start of lunch and First Lady Dorothy McAuliffe presented awards to the Food For Thought Competition winners for 2016. The featured lunch speakers were Jandai Robinson and Tony Castilleja, JASON Learning role models who work with students in schools all over the country to encourage STEM education and learning for all students. Jandai and Tony told their personal stories on how they became successful scientists and highlighted the educational opportunities that helped them on their path to success.

Thank you to those who joined VSBA for this great day of spotlighting the amazing initiatives happening in education across the Commonwealth.





2016 VSBA Food For Thought Competition Winners Recognized

Five school divisions received top honors in the 2016 Virginia School Boards Association Food for Thought Competition. Winning divisions were recognized by Virginia First Lady Dorothy McAuliffe and VSBA President Bill Kidd at the VSBA Conference on Education. The competition was created in 2012 to educate, engage, and empower school leaders to address childhood hunger and provide all students in Virginia with healthier, more nutritious school meals. This year's awards were sponsored by ABM Building & Energy Services.



Healthy School Meals

Manassas City Public Schools (Below 10,000 Student Population)

Meal Access to Fight Hunger

Mecklenburg County Public Schools (Below 10,000 Student Population)

Richmond City Public Schools (Above 10,001 Student Population)

Wellness and Physical Activity

Isle of Wight County Public Schools (Below 10,000 Student Population)

Chesapeake City Public Schools (Above 10,001 Student Population)



MANASSAS CITY PUBLIC SCHOOLS



RICHMOND CITY PUBLIC SCHOOLS



MECKLENBURG COUNTY PUBLIC SCHOOLS



ISLE OF WIGHT COUNTY PUBLIC SCHOOLS



CHESAPEAKE CITY PUBLIC SCHOOLS

CONGRATS!



Division Spotlight: Manassas Park City Schools Balanced Calendar

In each newsletter VSBA will spotlight a recent initiative or best practice taking place in a school division in Virginia. If you have a story you would like to submit for inclusion in the spotlight section of the VSBA Newsletter, please contact Samantha Bosserman, director of communications and board development for more information. We look forward to hearing about the great things going on in your divisions.

During the 2015-16 school year, **Manassas Park City Schools (MPCS)** adopted a new extended school calendar for students. Aided by a grant from the Virginia Department of Education for school divisions implementing extended-year programs, additional instructional time for students was embedded into the school year. The traditional 36 weeks calendar for students was enhanced to include two “intersession” weeks to provide extension opportunities for students. Students elected to attend the intersessions and had the opportunity to select from high-interest engaging mini-courses that they would not be able to access during the regular school year.

The intersession weeks were scheduled for October and April. Elementary students are able to choose from exciting programs that covered a wide-range of interest. Some students learned about the space program or archeology. Others elected to go “camping” in the library to build literacy skills while hanging out in the library camp ground. Students learned to sew, played giant chess, and even produced a news program and created a video for broadcast. Site visitors included a bee keeper, public safety officials, and local health professionals. Field trips featured local farms, botanical gardens, and a visit to Mount Vernon.



Some of the choices for middle school students included learning about the risks and responsibilities associated with social media, lifelong fitness, and healthy food choices. Students also attended a field trip to the United States Holocaust Museum. High school students took college visits to Virginia Tech, Washington and Lee, and Virginia Military Institute. Some students learned how to prepare healthy meals, participated in cosmetology classes, took golf lessons, or went on their first camping trip.



While all students were allowed to select an offering of their choice, some students were also provided with additional opportunities to enhance basic skills or improve their academic standing. Enhancement programs at the elementary and middle school level were specifically designed to help students improve their math and reading levels through activities designed to be fun as well as educational. For high school students, the intersession week offered a unique setting for students in Advanced Placement courses to come together and participate in focused, intensive instruction and review sessions in preparation for the AP exams. It also afforded students a block of time to participate in verified credit recovery programs. During the spring intersession week, 37 students earned passing scores on SOL exams enabling them to earn verified credits toward high school graduation.

The MPCS logo includes the phrase “Expectations of Excellence” and the new balanced calendar is consistent with that message. Planning for intersessions for 2016-2017 is well under way and staff members are excited to improve upon a highly successful first year. Survey data indicates a high level of student, parent, and teacher satisfaction and suggestions for new programs are being used to enhance this year’s offerings. MPCS is committed to offering an instructional program that exceeds expectations and provides rich and engaging learning opportunities for all students.

Story submitted by Manassas Park City Schools





VSBA ANNUAL CONVENTION 2016

November 16-18, 2016, Williamsburg Lodge

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.

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VSBA ANNUAL CONVENTION 2016

November 16-18, 2016, Williamsburg Lodge

Early Bird Sessions

Wednesday, November 16

9:30 am – Noon

Strong Community Engagement? When Pigs Fly!

Brad Hughes, director, member support, Kentucky School Boards Association

Participants will learn a series of practical, proven ways to increase community awareness of district success stories and ways to become involved in supporting schools' efforts. By the end of the class, the group will have created a sample engagement/marketing/branding plan workable for school systems regardless of size or trained communications staff support.

Parliamentary Procedures 2.0

Carlos Clanton, certified professional parliamentarian

Can one ever have too much training on parliamentary procedure? Never, you say? Here is a three-hour hands-on session that will help you become more efficient and your board more efficient. Training will include unique hands-on projects and role playing. This session always fills up, so sign up early!

Don't Miss Out!

- 2 Early Bird Sessions
- Student Achievement Fair
- Receptions
- 3 General Sessions
- Regional Meetings
- 50+ Breakout Sessions
- Delegate Assembly
- 70+ Exhibitors
- Daily Session Tracks
- Exhibitors Scholarship
- Student Board Member Workshop
- Green Schools Challenge
- 13th Annual 5K Run/Walk
- School Architecture Exhibition
- High School Video Contest
- Networking Opportunities

Annual Convention
information is
available online.

[CLICK HERE!](#)

[Check out the Annual Convention Promo Video, which was produced by Newport News students!](#)



<https://youtu.be/umyeRVTM6C8>

WILLIAMSBURG, VA November 17, 2016 - 7.00 AM



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UPCOMING EVENTS, WORKSHOPS & TRAINING

August 10, 2016

[WEBINAR: Not Your Father's Voc Ed: The Value of CTE for All Students](#)

LOCATION: Online

DETAIL: New high school graduates are enrolling in college in unprecedented numbers and little wonder why: Data consistently shows that, overall, going to college produces better economic and social outcomes for young people compared to their peers who never enter postsecondary institutions. Yet there are non-college goers who fare as well, and in many cases better, than their college-going peers. New research from NSBA's Center for Public Education shows that the right preparation in high school- one that combines high-level academics with modernized CTE- yields benefits in terms of wages and good jobs at age 26 that compete with four-year degree holders. Moreover, the benefits convey to college goers, too. Join CPE director Patte Barth who will discuss the findings and how school divisions can help all students prepare for a better future.

September 1, 2016

[Superintendent Evaluation Workshop](#)

LOCATION: VSBA Offices, Charlottesville, VA

DETAIL: Filtering through the Guidelines for Uniform Performance Standards and Evaluation Criteria for Superintendents to determine what is required and what is optional requires focused attention. For some, the changes to their current evaluation model may be minor, while others face major revisions in order to be in compliance with the regulations. This workshop is designed to provide small group support to superintendents and board members responsible for updating their evaluation model.

September 7 -9, 2016

[BoardDocs' eGovLIVE Conference](#)

LOCATION: Atlanta, GA

DETAIL: Join BoardDocs for their annual eGovLIVE conference featuring BoardDocs best practices, breakout sessions, and a special event at the National Center for Civil and Human Rights. [CLICK HERE](#) to view the eGovLIVE Agenda in its entirety. Hotel arrangements are available at the Atlanta Marriott Marquis by calling (866) 469-5475. **Registration is free for all VSBA BoardDocs subscribers.**

September 15, 2016

[Legislative Advocacy Conference](#)

LOCATION: Doubletree by Hilton, Charlottesville, VA

DETAIL: This conference will focus on legislative and advocacy topics to better prepare you for the 2017 General Assembly session. You'll hear directly from legislators on their vision for the future of public education and learn from your school board colleagues about the importance of grassroots advocacy. You'll also get tips and tricks for lobbying the General Assembly and receive an update on school funding issues and the budget process. Don't miss your chance to network with your school board colleagues and state policy makers and learn how to make your voice more effective in Richmond.

SPONSORED BY:



October 6, 2016

[WEBINAR: Don't Let Your Board Strike Out: Are Your Athletics Policies and Procedures in Compliance with the Law?](#)

LOCATION: Online

DETAIL: This webinar will discuss a number of hot topics in high school sports law, including Title IX, concussion and heat protocols and other safety issues, legal risks from boosters clubs, individual eligibility requirements, accommodating athletes with disabilities and transgender athletes. The presenters are Craig Wood, Legal Counsel to the Virginia High School League, and Brad King, who serves as a VHSL Independent Hearing Officer. Both represent school boards throughout Virginia and are regular speakers on legal issues affecting schools.



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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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