



VSBA President  
Bill Kidd  
Wythe County School Board

## ISSUE HIGHLIGHTS

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## DATES TO REMEMBER

**October 6**  
Webinar: Don't Let Your Board Strike Out: Are Your Athletics Policies and Procedures in Compliance with the Law?

**October 18**  
VSBA Hot Topic Conference: Leading the Digital Transformation in Schools

**November 16-18**  
VSBA Annual Convention

**November 29 & 30**  
Webinar: Budget Basics and Finance 101

## PRESIDENT'S MESSAGE

I trust that everyone has gotten off to a very successful start to the 2016-17 school year. Surely the heat will soon subside and we can start dealing with the snow season! The more things change, the more they stay the same!

I received this some years ago and think it has an appropriate message for us all. The following is the philosophy of Charles Schultz, the creator of the "Peanuts" comic strip. You don't have to actually answer the questions. Just read straight through, and you'll get the point.

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America.
4. Name ten people who have won the Nobel or Pulitzer Prize.
5. Name the last half dozen Academy Award winners for best actor and actress.
6. Name the last decade's worth of World Series winners.

How did you do?

The point is, few of us remember the headliners of yesterday. These are no second-rate achievers. They are the best in their fields. But the applause dies. Awards tarnish. Achievements are forgotten. Accolades and certificates are buried with their owners.

Here's another quiz. See how you do on this one:

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people with whom you enjoy spending time.

Easier?

The lesson: The people who make a difference in your life are not the ones with the most credentials,

the most money, or the most awards. They are the ones that care. All of us have been impacted favorably by people who have changed our lives. We as school board members have the opportunity to also change the lives of so many young people and others as well. Let us be diligent in our roles as leaders not only in policy and procedure, but also by the example we set in doing our jobs.

"Sticks and stones may break my bones but words will never hurt me." Quite a well-known refrain many of us heard and maybe even used as a defense mechanism in the "olden days" to combat ugly verbal attacks from schoolmates. We know better now, for we recognize that words not only hurt, but they have the ability to destroy lives. But words alone are only one form of bullying that is employed in our schools today. **October is VSBA Bullying Prevention Month** and we as school board members want to see that everything humanly possible is done to eradicate any form of bullying that would adversely affect any child's ability to be successful in our schools. Let us join together in this effort to protect every child, not only in October, but throughout the year.

On July 19 we had our annual Education Conference in Richmond. This is always only second to our Annual Convention in attendance by our membership. Many have commented that this may have been our best Education Conference ever. As always there was a wide variety of relevant topics for the round table presentations and the interactions and focus during each session was invigorating. A huge hit of this conference was the opening remarks delivered by John Couch, Vice President of Education at Apple. He opened eyes to the potential that technology offers to education today and spoke to the fact that in a digital age, classrooms need to use technology to make learning engaging, collaborative, and challenging. He spoke to unleashing the "unique genius" that is to be found in every child. The group was challenged and inspired. Thanks to all who attended and especially to all the wonderful presenters.

*(continued on page 3)*



Gina G. Patterson  
VSBA Executive Director

**“The VSBA Delegate Assembly plays a vital role in the governance of your association”**

## FROM THE EXECUTIVE DIRECTOR

Every year during the VSBA Annual Convention in November, we hold the VSBA Delegate Assembly. The Delegate Assembly is the official business meeting of the association. The Delegate Assembly allows member boards the opportunity to establish governing policies of the Association and provide directives to our lobbyists for the upcoming general assembly. It also gives direction to the VSBA Board of Directors for the year. It is imperative that every voice is heard on issues that are important to your division.

Back in the spring, VSBA sent out a call to all member boards for Policies and Resolutions to submit to the Legislative Positions Committee for consideration when they met over the summer. All proposed resolutions were reviewed by the Legislative Positions Committee, who presented their recommendations to the VSBA Board of Directors for their consideration at their August Board of Directors' meeting. All positions approved by the Board of Directors will be debated and voted on by the delegates on November 17, 2016 in Williamsburg (Thursday afternoon of the VSBA Annual Convention).

VSBA sent out a call this summer requesting each member school board select a delegate/alternate from its board to attend the Delegate Assembly and serve as voting member. If you haven't done so, please call the VSBA offices to register your voting delegate/alternate.

Forty-five days prior to the Delegate Assembly VSBA will email each voting delegate a Delegate Assembly handbook. This handbook will include the agenda and supporting materials for the business meeting and information on proposed statements and resolutions. VSBA encourages all boards to discuss the proposed resolutions prior to the Delegate Assembly, so your official voting delegate will vote according to the position of their local board.

The VSBA Delegate Assembly plays a vital role in the governance of your association, it helps us establish important advocacy priorities for the year ahead and spotlights the values and priorities of our member boards. Each delegate shares in this responsibility by electing VSBA officers; approving the annual and long range plans of the Association; adopting amendments to the VSBA's Constitutions and Bylaws and Positions Statements; and taking action on submitted resolutions, which will serve as the framework in developing VSBA's "legislative positions" for the upcoming year. These positions articulate where VSBA stands on important issues. We encourage you and your Board to get involved and let your voices be heard at the November Delegate Assembly! We need to continue to have the voice of school boards heard loud and clear in Richmond and beyond.

I look forward to seeing you in Williamsburg in November.



The 2016 VSBA Green Schools Challenge is now available. Please complete the challenge by September 23, 2016. For more information...

[CLICK HERE](http://www.gogreenva.org/?challenge/participate/id/2)

<http://www.gogreenva.org/?challenge/participate/id/2>

## Results from the 2016 PDK poll are in!

Some of the major findings:

- Americans don't agree on the overall purpose of education.
- School administrators could improve their schools' standing with the public if they did a better job of communicating with parents and provided more opportunities for input.
- Failing schools should remain open, but their teachers and administrators should be replaced.
- Most Americans oppose allowing public school parents to excuse their children from standardized testing.

For more information, please visit NSBA's Center for Public Education blogs on the 2016 PDK Poll Results [blog.centerforpubliceducation.org/2016/08/29/...](http://blog.centerforpubliceducation.org/2016/08/29/...)



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

On August 11-14, Executive Director Gina Patterson, President-Elect Bob Hundley and I attended the NSBA Leadership Conference in Chicago. This conference presents a unique opportunity for state school board leaders to convene and spend time networking, sharing ideas and challenges, and hearing inspiring and thought provoking presentations by notable leaders in the field of education. The keynote speaker this year was Dr. Bill Daggett, who is founder and Chairman of the International Center for Leadership in Education. He is recognized worldwide for his proven ability to move prek-12 education toward more vigorous and relevant skills and knowledge for all students. Dr. Daggett will be a featured presenter at our Annual Convention in 2017.

Please be aware of the Hot Topic Conference: Leading the Digital Transformation in Schools which will be held on October 18 at the Chesterfield Career and Technical Center. Check the VSBA web page for a description, brochure, and registration form for this relevant and timely conversation.

Start making plans right now to attend the Annual Convention in Williamsburg on November 16-18. Once again we want to have 100% of our membership schools represented at this vital conference which gives us a special time for celebration, recognition, sharing, learning, and growing as school board members.

As always, I thank each of you for all that you do in behalf of the kids in your district and across our great Commonwealth!



*VSBA President-Elect Bob Hundley (l) and VSBA President Bill Kidd (r) at the NSBA Leadership Conference in Chicago.*

### VSBA Tidbit

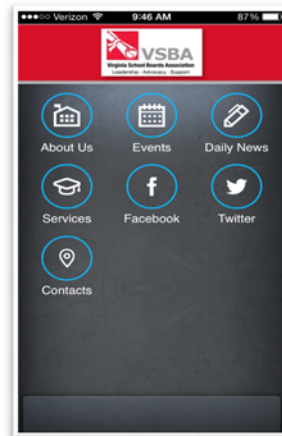
Did you know that the VSBA was founded in 1906 as the School Trustees Association of Virginia? The association operated under this name until 1952 when it was renamed as the Virginia School Boards Association.

## Ask the Legal Expert

- Q. Do we have to give notice of a meeting if the only item on the agenda will be a closed session?**
- A. Yes.** The board must meet in open session and vote to go into closed session. In addition, every closed session must be followed by a certification in open session. Boards cannot hold "stand alone" closed sessions.

See previous "Ask the Legal Experts" online at [http://www.vsba.org/services/legal\\_services/ask\\_the\\_experts/](http://www.vsba.org/services/legal_services/ask_the_experts/)

## Have You Downloaded the VSBA App?



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

The new VSBA App launched earlier this year. The App 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 access this function*).
- Easy access to VSBA staff contact information.
- Information on VSBA services.





# 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.



**Mark III Employee Benefits**  
Mark III is an independent insurance broker serving school systems since 1973

Dennis Witt  
434-470-8004  
Email: [dennia@markiiiieb.com](mailto:dennia@markiiiieb.com)  
Web: [www.markiiiieb.com](http://www.markiiiieb.com)



**Spectrum Design, P.C**  
Architectural and Engineering Services

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Web: [www.spectrumpc.com](http://www.spectrumpc.com)



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SB Ballard Construction Company serves as a Concrete Specialty Contractor providing concrete flatwork and structural concrete services to a variety of General Contractors

Candy Hennig  
Phone: 757-440-5555  
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Web: [www.sballard.com](http://www.sballard.com)

Visit [http://www.vsba.org/resources/affiliates/affiliate\\_member\\_program/](http://www.vsba.org/resources/affiliates/affiliate_member_program/) for a complete list of VSBA's Affiliate Members.

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### SCENARIO

The local media reports on a topic that was discussed in closed session and cites a source that asked to remain anonymous.

- 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](http://www.vsba.org/services/center_for_board_development)

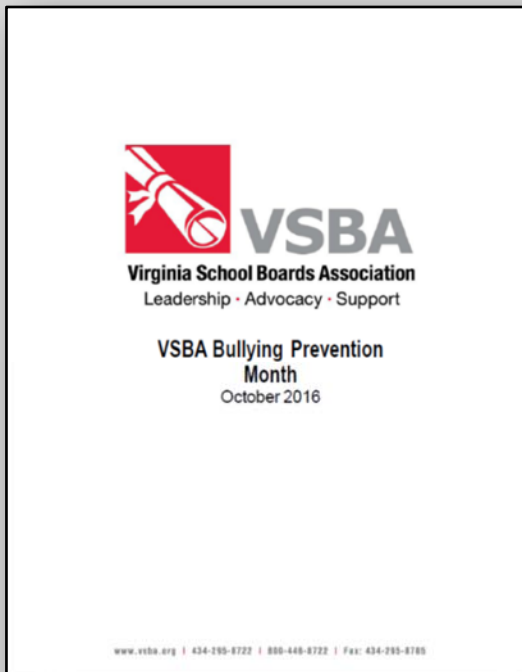




## VSBA Bullying Prevention Month– October 2016

In an effort to promote awareness of school bullying, the VSBA Board of Directors has designated the month of October as VSBA Bullying Prevention Month. Childhood bullying is a significant problem nationwide. It can cause school absenteeism, mental and physical stress, poor school performance, poor self-esteem, and in some cases, school violence. Statistics show that 160,000 children in the United States miss school each day as a result of being bullied. School board members, superintendents, teachers, and parents play a critical role in creating a climate where bullying is not tolerated. It has been proven when adults and children stand together, bullying ends.

Visit [this link](#) to download a packet of information to help prepare for VSBA Bullying Prevention Month. VSBA President Bill Kidd's PSA on bullying prevention is also available [here](#).



## Magna Award Nominations Open

The 2017 Magna Awards nomination process is now open. Winning districts are featured in the April issue of [ASBJ](#) and at a luncheon at NSBA's Annual Conference in Denver, March 25-27, 2017. The deadline for submissions is October 31. Visit [www.nsba.org/magna](http://www.nsba.org/magna) for details. Please contact Kathleen Vail, [kvail@nsba.org](mailto:kvail@nsba.org), with any questions.



## VSBA Profile in Leadership



**Julie Bennington**  
Bedford County School Board  
VSBA Southern Region Chairman

Southern Region: Amherst County, Appomattox County, Bedford County, Campbell County, Charlotte County, Danville City, Halifax County, Lynchburg City, Lunenburg County, Mecklenburg County, Pittsylvania County, Prince Edward County

**Where is your hometown?**  
Traverse City, Michigan

**How long have you been a school board member?**  
Since May 2007.

**What/who inspires you?**  
The students and teachers in our schools.

**What is your motto as a board member?**  
Do whatever it takes for our kids!

**What is your advice for new school board members?**  
Make your own informed decisions on issues and have a very thick skin.

**What do you consider your greatest accomplishment as a board member?**  
Seeing all the students graduate every year and knowing I've done my best to help them succeed.

**What is the primary reason you like being a member of the VSBA?**  
I feel it broadens my knowledge as a school board member and I also like being able to attend different conferences to learn new things in education.

**Advocacy can be intimidating to some people. What advice do you have for them on ways to gradually become more engaged in advocacy?**  
Start out with small topics or just one or two things and gradually increase. Sometimes you can get overwhelmed if you try to jump in to a lot major issues at once.

**What is the most challenging aspect of advocacy and how do you work to overcome it?**  
When things don't go the way you want them to for what you're advocating for, you just need to remember to keep doing what you're doing no matter what.



## JASON Learning

The JASON Project is an independent 501(c)(3) nonprofit organization with a mission of inspiring and educating kids everywhere through real science and exploration. Named for the mythological Greek explorer, JASON is a nationally acclaimed, exploration-based program that links students everywhere – inside the classroom and out – to real science and scientists through technology intensive, inquiry-based curricula. Two of JASON’s scientists, Tony Castilleja and Jendai Robinson spoke at the VSBA Conference on Education in Richmond.



JASON’s classroom and professional development programs have been extensively researched by independent evaluators, including the Center for Children and Technology at the Education Development Center; SRI International (formerly Stanford Research Institute); Dr. Daniel Duke of the University of Virginia’s Curry School of Education, and others. The data conclude that the program:

- Increases students’ STEM engagement and academic achievement; and
- Improves teacher efficacy while enabling educators without a science background to teach the subject.

Available online at [www.JASON.org](http://www.JASON.org), JASON’s award-winning curricula place students in challenging, real-world situations where they are connected with, and mentored by, leading STEM professionals. These connections are delivered through:

- Rigorous digital and print units aligned to state, national and international standards and assessments;
- Live and near-live interactions with scientists and researchers from the curricula and around the world;
- Interactive online simulations, games, videos and social media; and
- Hands-on labs and field assignments that constitute up to 50 percent of classroom time.

JASON Learning and VSBA have a partnership for Virginia. Your investment in JASON is an investment in VSBA. For more information on JASON Learning, contact Patrick Shea at [pshea@jason.org](mailto:pshea@jason.org).

## NSBA explains ESSA

Confused about what the Every Student Succeeds Act requires? Wondering how it will impact programs under Title I, as well as Titles II through IX?

The National School Boards Association (NSBA) has published a 70-page book entitled [A New Federalism: The Every Student Succeed Act Overview and Guide](#).

In an introduction, NSBA Executive Director Thomas Gentzel says the act represents an unprecedented opportunity for local school boards to shape the future of public education/ “This is an exciting time, an incredible time to be a school board member.” he writes.

The book is available for \$30. For more information, contact Nelson Elvir at [nelvir@nsba.org](mailto:nelvir@nsba.org).

Many other resources are available for free download on [NSBA’s website](#).

Resources include:

- Extensive correspondence with the U.S. Department of Education.
- Links to news and opinion articles that have appeared in Education Week and Congressional Quarterly.



# 2016 Legislative Award of Excellence

Since 1985, the VSBA has honored legislators from the General Assembly to receive the annual VSBA Legislative Award of Excellence. The purpose of the award is to recognize legislators or state officials who have worked diligently on behalf of public education and the VSBA. For 2016, there are three recipients.



Senator Emmett Hanger represents the 24th Senatorial District which includes Augusta County, Greene County, Madison County, Staunton City, Waynesboro City, and parts of Rockingham County and Culpeper County. He has served in the Senate since 1996 and prior to that served in the House for 9 years. Senator Hanger serves as the co-chair of the Finance committee. Senator Hanger has been a big supporter of public education for many years and this year, served as one of the dissenting votes on a number of troublesome bills including the charter school constitutional amendment.



*VSBA President Bill Kidd presents the award to Senator Emmett Hanger at the VSBA Legislative Advocacy Conference*

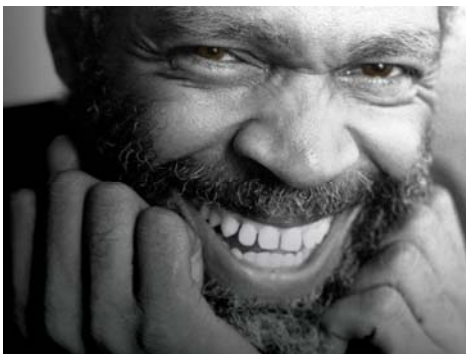


Delegate Jennifer L. McClellan represents Virginia's 71st House District which includes part of Henrico County and the City of Richmond. She has served in the House since 2006 and is a member of the Education, Commerce and Labor, and Courts of Justice committees. Delegate McClellan also serves as the ranking democrat member of the House Education committee. As the ranking member, Delegate McClellan repeatedly stood up for public education, voicing her opposition for many troublesome bills in the committee and on the House floor. Additionally, she has consistently supported public education through her votes including the charter school constitutional amendment and the Parental Choice Education Savings Account.



Senator A. Ben Chafin represents Virginia's 38th Senatorial District which includes Bland County, Buchanan County, Dickenson County, Russell County, Tazewell County, Pulaski County, Norton City, Radford City, and parts of Smyth County, Wise County, and Montgomery County. He has served in the Senate since 2014 and prior to that served in the House for one year. Senator Chafin is a member of the Commerce and Labor, Courts of Justice, Privileges and Elections committees. This year, Senator Chafin was a strong supporter of public education, serving as one of the dissenting votes on a number of troublesome bills including the charter school constitutional amendment.

Congratulations to this year's recipients of the 2016 VSBA Legislative Award of Excellence and thank you for all that you do to support education in the Commonwealth.



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# 2016 VSBA Media Honor Roll

Reporters and local media outlets play an important role in public education. School division leaders rely on responsible reporting by local media representatives so that our community members receive timely information about division initiatives and programs. Considering the impact that media coverage can have on community attitudes and beliefs, the *VSBA Media Honor Roll* was created to recognize fair and balanced reporting about our schools and Virginia's public education system.

This year, the following school divisions nominated media outlets in their community in recognition of: (1) Making the effort to get to know the superintendent and board chairman; (2) Understanding the division's mission and goals; (3) Reporting school news in a manner that is fair, accurate, and balanced; (4) Giving a high-profile position to good news about schools; (5) Regularly visiting the schools, attending board meetings, etc.; (6) Maintaining a policy of "no surprises" by sharing information with school representatives.

**Alleghany County**

*Horton P. Beirne, awarded posthumously, The Virginian Review*

**Bath County**

*Mike Bollinger, The Recorder Newspaper  
Amanda McGuire, Allegheny Mountain Radio  
Larry O'Rourke, The Virginian Review*

**Buchanan County**

*Joe St. Clair, The Virginia Mountaineer*

**Carroll County**

*David Broyles, The Carroll News  
Sara Blankenship, The Galax Gazette*

**Charles City County**

*Andre Jones, New Kent-Charles City Chronicle*

**Clarke County**

*Amy Alonzo, Winchester Star*

**Covington City**

*Jerome Johnson, The Virginian Review*

**Culpeper County**

*Rhonda Simmons, Culpeper Star-Exponent  
Jonathan Krawchuk, Culpeper Media Network*

**Cumberland County**

*Italia Gregory, Farmville Herald  
Laura McFarland, Cumberland Today*

**Fluvanna County**

*Fluvanna Review  
NBC29  
CBS19 Newsplex*

**Giles County**

*Zach Guynn, Virginian Leader Newspaper*

**Hanover County**

*Jim Ridolphi, Mechanicsville/Hanover Local News (Richmond Suburban News)  
Melody Kinser, Richmond Suburban News  
Paige Baxter, formerly with The Herald-Progress*

**Henry County**

*Danielle Staub, WDBJ 7 TV  
Colter Anstaett, WSLS 10 TV*

**Isle of Wight County**

*Stephen Cowles, Tidewater News, Windsor Weekly  
Matt Leonard, The Smithfield Times  
Reema Amin, Daily Press*

**Lancaster County**

*The Rappahannock Record*

**Lexington City**

*Beth Homicz, The News-Gazette  
Jim Bresnahan, Classic 96.7 3WZ  
Douglas Harwood, Rockbridge Advocate*

**Loudoun County**

*Danielle Nadler, Loudoun Now*

**Louisa County**

*Deana Meredith, The Central Virginian*

**Lunenburg County**

*Brian Nowlin, Reporter, The Southside Messenger*

**Madison County**

*Gracie Hart Brooks, Madison Eagle Newspaper*

**Mathews County**

*Charles Koenig, Editor, Gloucester-Mathews Gazette-Journal  
Frances Hubbard, Reporter, The Daily Press*

**New Kent County**

*Andre Jones, New Kent Charles City Chronicle*

**Patrick County**

*WHEO Radio  
The Enterprise Newspaper*

**Powhatan County**

*Laura McFarland, Powhatan Today*

**Prince George County**

*Amir Vera, The Progress-Index*

**Roanoke County**

*Evan Jones, WFIR 960AM News Radio  
Amanda Kenney, WDBJ*

**Rockbridge County**

*Beth Homicz, The News Gazette  
The Journalism Dept. The Rockbridge Report  
Jim Bresnahan, Classic 96.7 3WZ & 1450 WREL*

**Russell County**

*Heather Powers, The Lebanon News*

**West Point Town**

*Sarah Fearing, Tidewater Review*

**Winchester City**

*Amy Alonzo, The Winchester Star*





# Division Spotlight: Chesapeake Public Schools Wellness Centers

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.

## Chesapeake Public Schools Wellness Centers Have Expanded to Include the First Chesapeake Public Schools Health Centers

by Jim Ward, Director of Financial Services/Risk Management and Leslie Darden, Wellness Coordinator



This June, **Chesapeake Public Schools (CPS)** embarked on a new adventure and opened a Health Center located near our existing Knells Ridge Wellness Center. A second Health Center opened mid- August, near our existing Washington Shoppes Wellness Center. They exclusively serve CPS employees, retirees, spouses, and dependents (age 6+) on a CPS health plan. All services are offered at no cost.

Each Health Center is being staffed by two nurse practitioners and two medical assistants who are qualified to offer a variety of healthcare services. The Health Centers are designed to supplement, not replace, an employee's existing primary care physician (PCP). An employee's treatment information received at the Health Centers can be shared with the employee's PCP.

The Health Centers are operated by Marathon Health, which specializes in workplace health centers. All care received from Marathon Health is completely confidential. The rules

that protect the privacy of health information at a local medical office also protect health information at a Marathon Health practice. Each employee, retiree, spouse, and dependent (age 18+) enrolled in one of the CPS healthcare plans also has access to their electronic health records available on the Marathon eHealth Portal.

Since the Knells Ridge Health Center opened just over two months ago, utilization of services has been brisk. Most appointment slots are filled, and walk-in patients are accommodated on a daily basis. Based on our patient satisfaction surveys and the comments about the facility, the feedback has been extremely positive about the program and the quality of care provided.



## PR/Communications Tip– Working with Your Appropriating Body

Does your board have a good working relationship with your appropriating body? Does your City Council or Board of Supervisors understand the role of the school board?

The relationship between the appropriating body and the school board is one that is very unique. The city council/board of supervisors is the "funding" body, however the school board is the body that makes the decisions on how to spend the funds allotted. The first place to start to build or maintain a relationship between these two boards is *communication*. Set up a quarterly coffee break with your cohort on the city council, host a joint meeting between the school board and board of supervisors twice a year., do something to encourage communication between the two boards. In addition, make sure that you are communicating in times of the year that do not include budget season.

Even if you do not have a hot button issue such as a school construction or consolidation, reach out to the members of your appropriating body and let them know that you are open and willing to build a relationship with them and work on the betterment of your community. Show them that you would like to learn more about their service on city council or the board of supervisors, and also take the time to educate them on the role of the school board. Many members of the public, including the appropriating body may not know the exact role of the school board and these meetings are a great opportunity to teach each other additional information about your roles in public service. If both boards can have a build a positive working relationship and open up the lines of communication, the community and the students of your division will benefit.

*There will be a session at the VSBA Annual Convention discussing this topic on Thursday, November 17 from 3:45—4:45 p.m. in Room Piedmont A of the Williamsburg Lodge.*



# 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.

## Thank you to the VSBA Annual Convention Event-Level Sponsors

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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!

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



<https://youtu.be/umyeRVTM6C8>

## 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
- 13<sup>th</sup> Annual 5K Run/Walk
- School Architecture Exhibition
- High School Video Contest
- Networking Opportunities

Annual Convention information is available online.

[CLICK HERE!](#)

WILLIAMSBURG, VA November 17, 2016 - 7.00 AM



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## UPCOMING EVENTS, WORKSHOPS & TRAINING

September 28, 2016

[FREE WEBINAR: The Communities In Schools Model of Integrated Student Services](#)

LOCATION: Online

DETAIL: Communities In Schools (CIS) is the nation's leading dropout prevention organizations. The CIS model of integrated student supports helps students and their families access and navigate the maze of public and private services. There may be ample resources in a community, but rarely is there someone on the ground who is able to connect these resources with the schools and students that need them most. Through a school-based coordinator, CIS brings these local resources into the school where they are accessible, coordinated and accountable.

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.

October 18, 2016

[Hot Topic Conference: Leading the Digital Transformation in Schools](#)

LOCATION: Chesterfield Career and Technical Center

DETAIL: Board members will explore how the role of mobility is transforming the educational landscape through collaborative coding programs, engaging digital content, and innovative best practices. Discover how school leaders are integrating new ideas into their strategic plans in order to provide graduates with the skills necessary for college and career readiness. Rethink the role school board members play in creating and sustaining visionary initiatives.

November 16—18, 2016

[VSBA Annual Convention](#)

LOCATION: Williamsburg Lodge, Williamsburg, VA

DETAIL: The VSBA Annual Convention is the largest and most anticipated VSBA meeting of the year. This event brings together over one thousand school board members, superintendents, and school division staff from across Virginia. Attend general sessions, choose from over 50 hot topic breakout sessions, have the opportunity to meet with businesses dedicated to serving schools, and much more.

November 29 & 30, 2016

[WEBINAR: Budget Basics & Finance 101: Part 1 & 2](#)

LOCATION: Online

DETAIL: Virginia public school budgeting will be discussed, including roles of elected officials, fiduciary requirements, stakeholders, and budget reports. Revenue categories will be explained, including state formulas, federal funding, local funding, and tax rates. Session two will explain expenditures including enrollment, staffing, salaries, and employee benefits. Also discussed will be "odds and ends" of school division finance including audits, school activity funds, quarterly reports fund balances, and misinformation.

**New Contract for Athletic Supplies and Physical Education Equipment**



U.S. Communities is excited to announce that Gopher has been awarded a multi-year contract for athletic supplies and physical education equipment. Attend for a 30-minute webinar to learn more about Gopher and this new contract. If you are unable to attend one of the webinar dates, [contact U.S. Communities](#) for additional information.

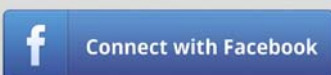
[Date: Tuesday, October 4, 2016](#)

[Time: 11:00 a.m.](#)

[Date: Wednesday, October 5, 2016](#)

[Time: 2:00 p.m.](#)

## FOLLOW VSBA ON SOCIAL MEDIA







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# VSBA

## Virginia School Boards Association

Rivanna Ridge Professional Building | 200 Hansen Road, Suite 2 | Charlottesville, VA 22911

### **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.

[www.vsba.org](http://www.vsba.org) | 434-295-8722 | 800-446-8722