

**VSBA President**  
**Robert L. Hundley, Jr.**  
**Hanover County School Board**

## ISSUE HIGHLIGHTS

**On-Demand Webinars**  
Page 3

**School Board Appreciation Month**  
Page 4

**NSBA Advocacy Institute Recap**  
Page 6

**Spotlight on Mecklenburg County Public Schools**  
Page 7

**Upcoming Events**  
Page 10

## DATES TO REMEMBER

**March 15, 2017**  
Hot Topic Conference  
Wytheville

**April 13, 2017**  
Superintendent Evaluation Workshop

**April 20, 2017**  
Hot Topic Conference  
Charlottesville

**June 2, 2017**  
School Law Conference

**July 18, 2017**  
VSBA Conference on Education

## PRESIDENT'S MESSAGE

As the General Assembly session begins to wind down, I want to thank all of you who devoted the time and effort to attending our Capital Conference in Richmond and the Advocacy Institute in D.C. Your efforts in the field of advocacy are essential to the success of our organization.

Our strong delegation that participated in the Advocacy Institute was led by our Legislative Positions/Federal Relations Chair, Beth Hardy, from Goochland. She did an outstanding job organizing the delegation, preparing and disseminating the key talking points to convey to our federal legislators, and working closely with staff to establish timely meetings with the office staffs of our Senators and Representatives. Kudos to Beth and our VSBA staff for the hard work organizing that effort.

Similarly, VSBA has been closely monitoring the legislation working its way through the House and Senate in Richmond. Please remember to look for the Action Alerts and other correspondence from Hayley Allison, our VSBA Government Relations Coordinator. Your calls to key legislators make a difference. The VSBA Legislative Blog, <http://vsbalegislativeupdate.blogspot.com/>, is an outstanding tool with which to remain current on all pertinent General Assembly legislation. And remember, once the General Assembly has completed its work during the session, our advocacy mission continues at the home offices of our state representatives. Take advantage of any opportunities you may have to invite your legislators to board meetings for recognitions, or better yet into our schools. Showcase something you're proud of and invite them to see public education in action.

Our next hot topic opportunity for training to become more informed school board members in 2017 occurs in southwest Virginia on March 15 at the Wytheville Meeting Center. Please plan to attend and learn more about the critical teacher shortage across the Commonwealth.

Our various Spring Regional Forums are soon to begin, and I look forward to the opportunity to meet with many of you in your home regions of Virginia. Our State Superintendent of Instruction, Dr. Steve Staples, will be joining us at many of these events, and the DOE's Profile of a Graduate will be his topic.

Dr. Staples is passionate about the work being done on this project and wants to share it as widely as possible with our members. It's an excellent opportunity for you to learn more about the exciting changes and opportunities that are being developed at the State Board level for our students.



*Virginia delegation at the NSBA Advocacy Institute*



*VSBA President Bob Hundley presents Senator Ben Chafin the 2016 VSBA Legislative Award of Excellence*



*Members of the Henry County School Board with Senator Jennifer McClellan*

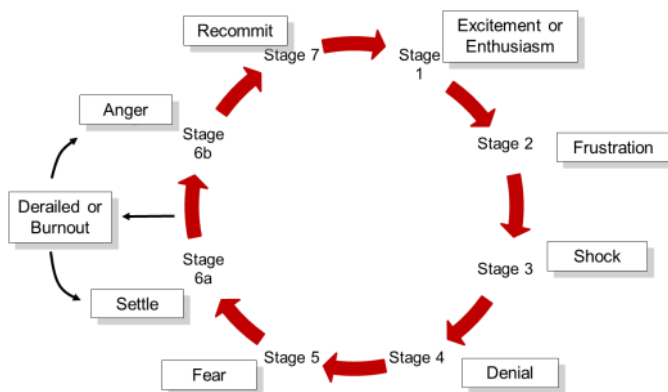


**Gina G. Patterson**  
VSBA Executive Director

## FROM THE EXECUTIVE DIRECTOR

### Recommit to Board Service

Earlier this month I had the pleasure of presenting at the Louisiana School Board Association's Annual Convention. The title of my session was "Take This Job and Love It". The purpose of the session was to focus on effective school board service, the necessary commitments to board service, and tips to avoid "school board member burnout". The school board member commitment cycle has 7 stages, not all board members will go through all seven stages, some board members may be stuck their entire time on the board in one stage, depending on your tenure on the board, you may have gone through the cycle multiple times. Keep in mind your fellow board members may be at a different stage than you.



So whatever stage you currently find yourself at now, take a moment to reflect on how you got there at this point in your board career. Think back to why you decided to run for the board, and see if your focus is still on student achievement, if not, here are some tips for you and your governance team to recommit to the work of the board. Remember, it is easy to be side

tracked with so many adult issues and concerns that boards must deal with, but it is so important to always keep the students in your division the main focus of your work as a school board member.

Individual recommitment strategies:

- Write out 3 things that have gone well in your board service and why they worked.
- Write and deliver a letter of gratitude to someone in the district who has been especially kind to you but whom you have never thanked properly.
- List your top 5 strengths and how you will use one of them to counteract the burnout you may be feeling.
- Write a description of the kind of board member you would like to be. What would you have to give up to be that person?
- Step back and think about what a board is, why we have them and whether your expectations of board service are realistic.
- Think about how your activities are a part of an ongoing working out of democracy; realize that you are participating in a long history
- Read books and articles that deal with effective school board service

Board Governance team recommitment strategies:

- Training on Roles and Responsibilities
- Teambuilding Session
- Develop or review team operating procedures
- Goal setting session
- Develop superintendent performance goals
- Do a board self evaluation
- Mediation
- Visioning session
- Strategic Planning

VSBA is your association and we are here to assist you with any needs that you may have as a school board member or as a governance team. Please do not hesitate to reach out to us by calling 1-800-446-8722.

Thank you for all that you do to serve the students in the Commonwealth.

## YOU'RE INVITED!

### VSBA Breakfast at the NSBA Convention

**Where:** Hyatt Regency Denver

**Cost: FREE**—thanks to a generous donation by VMDO Architects



**Speaker:** Miranda Beard, NSBA President

You must preregister to attend. Call VSBA for information at 800-446-8722 or e-mail Samantha Giles at [sgiles@vsba.org](mailto:sgiles@vsba.org)

**REGISTER ONLINE**



## VSBA Webinars Available On Your Time

### Missed a Live Webinar?

Then consider purchasing video access to the webinar. Webinars on Demand offer our popular webinar events at your convenience - when you're ready for it.

### How does this work?

When you purchase access to a webinar, you will receive access to the video recording on the topic of your choice.

### How much does it cost?

Webinars are the same cost as live webinars: \$140 per connection, unless otherwise specified (unlimited number of participants per connection).

### Do I receive Academy Credit for viewing an on-demand webinar?

Yes, you will receive 1 credit for viewing the webinar. You will receive an academy credit form to complete and return once the webinar has been viewed.

For additional information on VSBA Webinars on Demand, contact Samantha Giles, director of meetings and conferences, at [sgiles@vsba.org](mailto:sgiles@vsba.org) or 434-295-8722.

Live Date	Paid Webinars	Fee
02.16.2017	Court(ing) Consequences: Educational and Other Impacts for Court-Involved Children	\$140
11.30.2016	Budget Basics/Finance 101 Pt. 1&2	\$240 for both or \$140 for one
10.06.2016	The Bar Has Been Set High-Are Your Athletic Policies & Procedures in Compliance with the Law?	\$140
08.10.2016	Not Your Father's Voc Ed-The Value of CTE for all Students	\$140
05.17.2016	Equity Policies 101	\$140
01.06.2016	FOIA Open Meeting Requirements for School Boards	\$140
08.12.2015	The Data Made Me Do It	\$140
05.06.2015	Using Social Media to Develop Your School Division's Brand	\$140
01.12.2015	FOIA – Excessive Burden or Essential to Democracy	\$140
08.13.2014	Courthouse Steps to Schoolhouse Gates – Working with Court Involved Children	\$140
05.20.2014	Considering the Pros and Cons of Adopting the Responsive Classroom Approach	\$140
12.12.2013	Real Numbers, Real Challenges, Real Solutions Addressing Inequalities in Virginia's A-F School Evaluation Presentation to Delegates	\$140

Live Date	Free Webinars	Fee
02.27.2017	Simulated Workplace: Creating High Quality Business and Industry Learning Environments	Free
12.08.2016	Changes to the Statement on Economic Interest	Free
10.27.2016	ESSA and the New Virginia Profile of a Graduate Using SAT and Advanced Placement	Free
9.28.2016	The Communities in Schools Model of Integrated Student Services	Free
07.27.2016	Post Orientation Legal Information Review	Free
03.29.2016	School Board Candidate 101	Free
02.03.2016	Special Education Implications of Online Virtual Instruction	Free
Various	BoardDocs Webinars	Free
12.09.2014	VSBA Clerks eBoard Database Training	Free
06.02.2014	VSBA Grassroots Advocacy Webinar	Free



## Thank You School Board Members

Thank you for your service and dedication to Virginia's public schools. As we all know, serving as a school board member can be one of the most rewarding, yet challenging experiences. Thank you for what you do.

At the 2016 VSBA Annual Convention, students from Newport News City Public Schools interviewed several board members on why they became school board members. The students then put the responses into a video to help showcase local school board members and their reasons for serving on their local board.

To view the video, please visit: <https://www.youtube.com/watch?v=nmvzvKCGPPs>

Thank you to the staff and students of Newport News Public Schools, for your work on this project. It is a great testament to the work that school board members do in the Commonwealth.

Thank you, school board members, for all that you do for our students and for the future of public education.





## THE VALUE OF MENTORING

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

To participate as a mentor or mentee, contact Samantha Giles, director of meetings and conferences, at [sgiles@vsba.org](mailto:sgiles@vsba.org) or 434-295-8722.

## We're not just another pea in the pod.

Cooperative purchasing that is uniquely U.S. Communities.



Experience the unmatched value of U.S. Communities. **Register today!**



U.S. COMMUNITIES™  
GOVERNMENT PURCHASING ALLIANCE

Visit us at [www.uscommunities.org](http://www.uscommunities.org)

## Current VSBA Superintendent Searches

Dinwiddie County  
Fluvanna County  
Franklin City  
Halifax County

For additional information on the VSBA Superintendent Search Services, please visit: [http://www.vsba.org/services/superintendent\\_search\\_assistance/](http://www.vsba.org/services/superintendent_search_assistance/)

## FOLLOW VSBA ON SOCIAL MEDIA



Connect with Facebook



Blogger



Connect with Twitter

## Ever Wonder What You Can Do With VSBA BoardDocs?

BoardDocs.com  
800.407.0141



**VSBA**

Virginia School Boards Association  
Leadership · Advocacy · Support



## NSBA Advocacy Institute Recap

January 29—31, school board members from all over the United States attended the National School Board Association's Advocacy Institute, including sixteen from Virginia. Board members attended general sessions that featured speakers including world-renowned presidential historian Doris Kearns Goodwin, 43rd Solicitor General Paul Clement, and panel sessions discussing year-round advocacy, the new administration, and federal issues impacting public education. Virginia attendees met with representatives from Senator Kaine's and Senator Warner's offices, as well as their local congressional representatives.



## 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.**



### Education Solutions Services

Committed to providing staffing solutions for substitute teachers and administrative staff.

Russell Leboff  
Phone: (804) 380-7466  
Email: [rleboff@essgroup1.com](mailto:rleboff@essgroup1.com)  
Website: <http://www.essgroup1.com>



### K12 Insight

K12 Insight, based in Herndon, VA, offers custom solutions that combine technology, research, and expert training to help school leaders build trust and drive positive change in their local communities.

Justin Wilk  
Phone: (703) 542-9600  
Email: [jwilk@k12insight.com](mailto:jwilk@k12insight.com)  
Website: <http://www.k12insight.com>



### Hughes Group Architects

Founded in 1977, Hughes Group Architects specializes in the design of K-12 facilities. Our firm has over 2 million square feet of educational space.

Gavin Meyers, AIA  
Phone: (703) 437-6600  
Email: [gavin.meyers@hgaarch.com](mailto:gavin.meyers@hgaarch.com)  
Website: <http://www.hgaarch.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.**



## Division Spotlight: Mecklenburg County Public Schools

*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.*

### Mecklenburg County Public Schools Redesigns Schools to Prepare Students for Success in Life

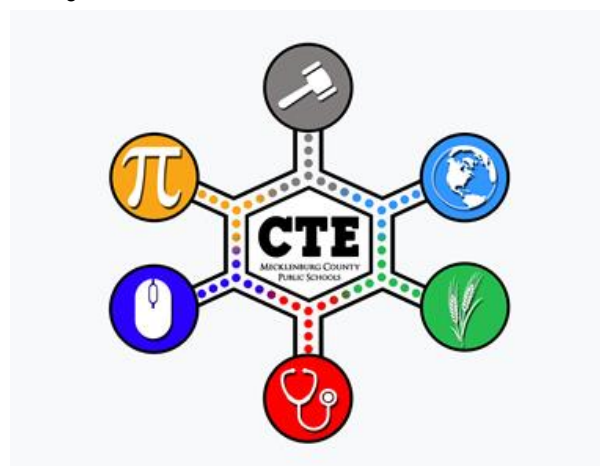
*Submitted by Paul Nichols, Superintendent, Mecklenburg County Public Schools*

Mecklenburg County Public Schools has accepted the challenge to transition from a system focused on SOL test preparation to one that is focused on preparing students to be successful with life skills of the 21st Century. This transition takes time and requires significant effort on the part of students, school staff, parents, and the community.

The VA Department of Education has set the template for redesigning K12 schools through the program they are calling "Portrait of a Graduate." This plan focuses on career literacy, strengthened academics, development of career and technical skills, and community engagement for all students. MCPS has established this focus as the four pillars of a comprehensive PreK – 12th grade reform.

The first step is the identification of six career-theme passageways that focuses student attention on future options available to them for a fulfilling future. All 16 career clusters are represented within the six themes. Students are introduced to the passageways through thematic units in elementary school. They explore related careers in middle school through both formal and informal education opportunities. In high school the students engage academics, CTE programs, and actual career opportunities through one of six career centers:

- The Environmental Science Center
- The STEM Center
- The Law and Leadership Center
- The Health and Human Services Center
- The Advanced Technology Center
- The International Business and Culture Center



In addition to providing practical applications to the academic foundation students need throughout their years of school, the focus of centers will provide small learning environments that cultivate personalized student development.

MCPS School Counselors have taken a leading role during the first year to develop the comprehensive career literacy program for students Pre-K – 12th grade. They created a framework to engage students with appropriate material at each level, identified necessary resources, and developed a system for engaging parents, teachers, and business partners. The counselors took advantage of the National Career Development Associations' Career Development Facilitator (CDF) certification process to guide their efforts.

Considerable effort has been given to develop strong partnerships with local business. The goal is to identify actual job opportunities and requirements that can become a part of each student's education process. This can include job shadowing opportunities, apprenticeships, and internships. At the least it will include real life expectations about very important "soft skills" including the issues of dressing for success, getting to work on time, appropriate representation of the business, and working as part of a team. Local business sees this as a win-win situation as they identify the specific skills students should have to be successful with their jobs. Each partnering business is identified with the appropriate corresponding career pathway and center.

MCPS has also created significant partnerships with civic groups and youth programs like the Boy and Girl Scouts, 4-H Club, local theater groups, and summer camp programs. The purpose of this is to identify and develop "informal education" programs that reinforce the career skills students need to be successful with their chosen career pathway and in life. Most of these programs are available in the summer and on weekends. MCPS is developing digital badges for these activities that will provide school credit for participation. They have also created partnerships with several local churches to support students who have extra need for academic, career literacy, and soft skill services. These are known as "wrap around services."

Considerable attention is also given to the development of strong partnerships with higher education. For Mecklenburg's schools this includes Southside Virginia Community College, the Southern Virginia Higher Education Center, and Longwood University. The goal is for each student to have a seamless pathway directly from high school to the appropriate "next step" of academic and skill development necessary to complete the career credential(s) or diploma(s) necessary for their chosen career. MCPS will make extensive use of AP classes, dual enrollment credential programs, and virtual education opportunities as part of each student's personalized program.

*(continued on page 9)*



## 2017 VSBA Business Honor Roll

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

Businesses large and small, corporate-owned or family-run, play a key role in supporting our communities and local schools. They contribute to our school divisions in many ways, including helping schools with in-kind or financial contributions, donating to scholarship programs, supporting extracurricular activities, offering internship opportunities, volunteering in the schools, and sponsoring field trips. This type of support is invaluable.

If you are working with a local business that deserves recognition, your division can add up to three names to the VSBA Business Honor Roll by passing a resolution and submitting the online nomination form to VSBA by March 31, 2017. [Please click here for complete information, including submission guidelines and the nomination form.](#)

Later this year, VSBA will publish the Business Honor Roll in the association newsletter and issue a news release about those honored through this program. We also will mail personalized recognition certificates and letters of congratulations for each business to division superintendents in time for boards to present to them at May school board meetings.



**Is your next meeting about teacher paychecks or custodial schedules?**



Save **money** that can go to teacher salaries.



Save **time** with dedicated, on-site supervision.

Earn education dollars back from custodial department costs.

Learn more at [ABM.com/VSBA17a](http://ABM.com/VSBA17a) or call **703-539-5510**

©2016 ABM Industries, Inc.

## eMediaVA<sup>SM</sup>

- Premier online destination for Virginia educators
- Over 129,000 innovative, SOL-aligned learning objects
- Available to all Virginia educators free of charge
- Empower your teachers and enrich your classrooms

[www.emediava.org](http://www.emediava.org)  
#eMediaVA



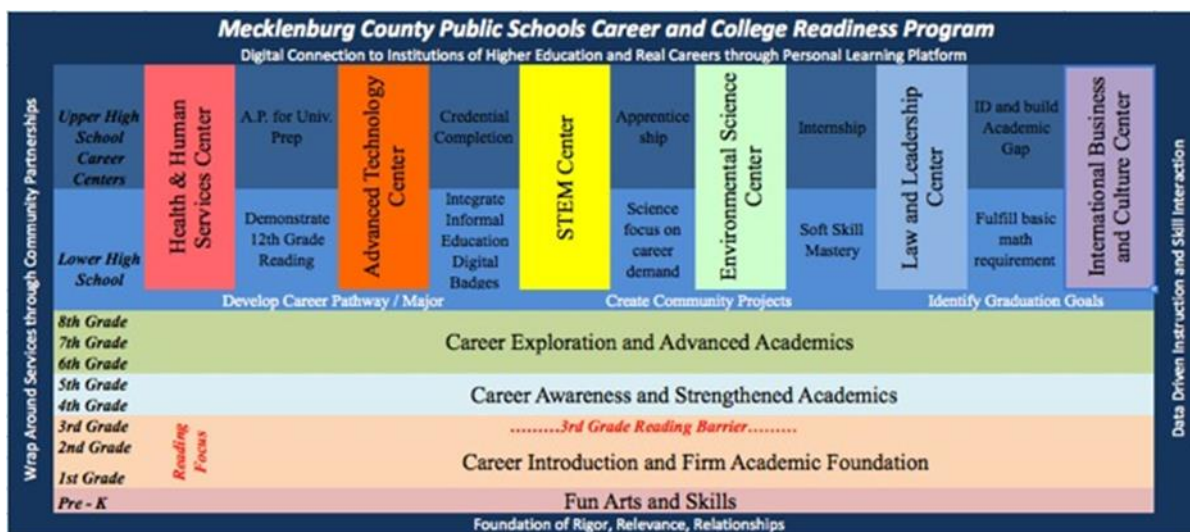
Full account access available via your Clever account.

**DIVISION SPOTLIGHT** (continued from page 7)

An essential component of the MCPS education program is the personal learning platform called MARi. MARi, a highly secure cloud-based data storage system, serves multiple duties for the student, parent, teacher, school division, and business. Its primary function is to serve the individual student as a life-long career GPS. All academic and skill development that can be identified through formal and informal education programs can be stored in the digital portfolio. Progress can be measured through digital badges, test mastery, credential attainment, or by diploma. Each student's engagement of career exploration and pathway development activities are stored and assessed for potential interest through the use of built-in artificial intelligence. Students set long term career pathway goals within the system with the guidance of counselors, teachers, and parents. Short or long term objectives, identified by academic criteria or by actual job requirements, can be identified and MARi can measure current levels of mastery to the goal and provide the student with a gap analysis and lists of resources available to fill the gap. Each MCPS student has their own secure account and owns the data stored in it. They therefore will be able to use it throughout their lifelong learning process.

Virginia's economy is suffering because business cannot find workers with the appropriate skills to complete the tasks required. Workforce data shows that there are tens of thousands of jobs available today in Virginia that go unfilled because employers cannot find workers with the right skills. Some of this is due to the advanced technologies that have been put in place for these jobs and the need for workers to be trained for the technology. Unfortunately, business is indicating that a larger problem is a lack of work ethic. Education of this type is only possible if it is taught early and continuously reinforced.

School is the job for today's students. Mecklenburg County Public Schools is setting a priority on redesigning our schools with this goal in mind and will need the full support of parents, churches, civic groups, and business to be successful. The return on investment will be successful economic development for Mecklenburg County and for Virginia. Most important, we will be appropriately preparing our students for success with career, college, and life. You may view a video synopsis of Mecklenburg County Public Schools engagement of parents and students as they prepare to register for classes for 2017-18 online at [https://youtu.be/n\\_J0ft90k9o](https://youtu.be/n_J0ft90k9o).



## Ask the Legal Expert

**Q. May a school board member who was not present at a meeting vote to approve the minutes of that meeting?**

**A. Yes.** Roberts Rules of Order states that a member's absence from the meeting for which minutes are being approved does not prevent that member from voting on the minutes

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/)

**UPCOMING EVENTS, WORKSHOPS & TRAINING****March 15, 2017****VSBA Hot Topic Conference**

LOCATION: Wytheville Meeting Center, Wytheville

DETAIL: Come hear from Patty Pitts, assistant superintendent of teacher education and licensure for VDOE, and a panel of superintendents on the critical teacher shortage across the commonwealth. Also on the agenda is Melissa Wolfe, Counsel for McGuire-Woods LLP, with an analysis of reductions in the workforce. Lastly, David Brooks, Deputy Administrator for VACORP, will discuss workers' compensation and property/casualty claims in Virginia Public Schools and actions that school management teams can take to reduce accidents and lawsuits.

Sponsored by:

**April 13, 2017****VSBA Superintendent Evaluation Workshop**

LOCATION: VSBA Offices, Charlottesville

DETAIL: The Guidelines for Uniform Performance Standards and Evaluation Criteria for Superintendents developed by the Virginia Department of Education provide a wealth of information regarding the new requirements. Filtering through this document 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. Participants will have the opportunity to review the guidelines in detail and then use them as they draft their own models. Individual consultation and support will be provided throughout the session as participants work on their revisions.

**April 20, 2017****VSBA Hot Topic Conference**

LOCATION: Holiday Inn, Charlottesville

DETAIL: Attendees will hear from Phil Gore, Director of Leadership Team Services for the Texas Association of School Boards, on the hot topic issue of how school boards make a difference. Research demonstrates that beliefs and actions of school boards affect student outcomes. Consider how the mindsets and dispositions of board members affect student achievement. Come learn how boards in high achieving districts govern differently than those in lower achieving districts. Participants will also practice board governance skills related to improving student outcomes and develop action plans your board can implement to improve student outcomes in your division.

Sponsored by:

**May 17, 2017****VSBA Webinar: Improving Education Services for Children and Youth with ASD in Public School Divisions through VCU Autism Center for Excellence**

LOCATION: Online

DETAIL: As autism spectrum disorder (ASD) has moved from a rare disability to become the 4th most common disability in Virginia, school districts and the Virginia Department of Education have struggled to keep pace with the needs of this heterogeneous population. In this webinar, we present a comprehensive, statewide systems change model that implements comprehensive online and live training combined with school division specific strategic planning. We will also present examples of the services provided through the Virginia Commonwealth University Autism Center for Excellence using the Bottom-up/Top-down model.

**2017 VSBA Regional Spring Network Forum Schedule**

These meetings bring together board members, superintendents, and guests for dinner, networking, keynote speakers, legislative updates, and outstanding student entertainment. The Spring Network Forum features the presentation of the Regional Art Contest Winners. We encourage all to attend their regional meetings. This is a great opportunity to network with other board members in your region and share best practices.

**EASTERN**—March 1, 2017 (Host Division: Lancaster County)

**BLUE RIDGE**—March 6, 2017 (Host Division: Franklin County)

**VALLEY**—March 8, 2017 (Host Division: Buena Vista City)

**SOUTHSIDE**—March 13, 2017 (Host Division: Hanover County)

**CENTRAL**—April 18, 2017 (Host Division: Charlottesville City)

**NORTHEASTERN**—April 19, 2017 (Host Division: Fairfax City)

**SOUTHERN**—April 25, 2017 (Host Division: Lynchburg City)

**SOUTHWEST**—April 26, 2017 (Host Division: Washington County)

**TIDEWATER**—May 1, 2017 (Host Division: Surry County)

**[CLICK HERE FOR DETAILED BROCHURES ON EACH FORUM!](#)**



## 2016-2017 VSBA Board of Directors

Not pictured: Scott Albrecht, Camilla Washington

### **PRESIDENT**

Robert L. Hundley, Jr.  
Hanover County

### **PRESIDENT-ELECT**

Scott M. Albrecht  
Manassas City

### **PAST PRESIDENT**

William S. Kidd  
Wythe County

### **FINANCE/AUDIT COMMITTEE CHAIR**

Jarvis E. Bailey  
Fredericksburg City

### **LEGISLATIVE POSITIONS/ FEDERAL RELATIONS COMMITTEE CHAIR**

Beth A. Hardy  
Goochland County

### **MEMBERS-AT-LARGE**

R. Tyrone Foster  
Bristol City

Camilla D. Washington  
Fluvanna County

### **REGIONAL CHAIRMEN**

#### **Blue Ridge**

Beckie A. Cox  
Pulaski County

#### **Central**

Janet Turner-Giles  
Nelson County

#### **Eastern**

Iris Lane  
Westmoreland County

#### **Northeastern**

Jim A. Meyer  
Spotsylvania County

#### **Southern**

Julie M. Bennington  
Bedford County

#### **Southside**

Kenneth L. Pritchett  
Petersburg City

#### **Southwest**

David R. Woodard  
Tazewell County

#### **Tidewater**

Rodney A. Jordan  
Norfolk City

#### **Valley**

Teresa R. Ellison  
Buena Vista City

Gina G. Patterson,  
executive director



# VSBA

## Virginia School Boards Association

### **MISSION STATEMENT**

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

### **VISION STATEMENT**

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