



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

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

September 28, 2017
VSBA Legislative Advocacy Conference

October 4, 2017
Webinar: Bring the Media On Board with Proactive Communication Tactics

November 15-17, 2017
VSBA Annual Convention

PRESIDENT'S MESSAGE

Happy New School Year! It is indeed exciting to usher in the new 2017/18 school year, and I know many of your boards are busy dealing with early year school issues; new bus stops, routes, and drivers, and filling out staffs. The work all of you do toward good governance is essential to the smooth operation of your divisions each day.

Since we last spoke, the VSBA Executive Director Gina Patterson, President-Elect Scott Albrecht and I attended the NSBA Summer Leadership Conference in Chicago. The conference assembles leaders from each state association with the purpose of strategic planning, leadership development, and providing opportunities for sharing regional best practices and networking. The Southern Region voted to nominate Pam Doyle of Alabama to represent us on the NSBA Board of Directors, joining current Southern Region directors Viola Garcia of Texas and Bob Alvey of Tennessee. She will be officially recognized at the 2018 NSBA Conference in San Antonio.

I have continued to represent you on the Virginia Board of Education's Advisory Committee on Teacher Shortages. Our most recent meeting was held in mid-August. The work group recommendations are to be presented to the Governor by October 1. Our group includes representation from a wide array of education advocacy groups and also includes two first year teachers who have provided timely and relevant feedback regarding their experiences and expectations during their first year within the profession. We are hopeful that our recommendations may serve to provide both short and long-term relief to many school divisions struggling to provide the best possible teaching environment for students while still complying with state law.

I am excited by our lineup of speakers we have planned for you at the upcoming Legislative

Advocacy Conference in Charlottesville on September 28. Please take a look at the VSBA website, www.VSBA.org for the conference brochure, and make plans to attend. I encourage you to have as many from your board as possible there. We have invested a significant amount of time fostering relationships with these legislators, and having a well-represented organization in attendance will reflect your sincere passion for and dedication to public education.

Our 2017 Annual Convention in Williamsburg is coming up soon as. The VSBA website includes a brochure for the Convention that will help you plan your time accordingly. VSBA offers outstanding pre-conference training for members of the Delegate Assembly, our legislative body within VSBA. If you are a board delegate to the assembly, please take advantage of the pre-conference training VSBA offers via a [webinar](#) that will occur on October 26th from 11AM—Noon. This training will familiarize you with the agenda, procedures and protocols used during the Delegate Assembly and will reinforce certain parliamentary procedures you may encounter that are not as typical within our regular board meetings throughout the year.

As always, it is an honor to serve as your president, and I look forward to being with you at the Legislative Advocacy Conference later this month.

**YOUR SCHOOL BOARD
WELCOMES YOU
BACK TO SCHOOL!**

#BACKTOSCHOOLVA





Gina G. Patterson
VSBA Executive Director

“Sixty-two percent of public school parents give the schools in their community an A or B.”

FROM THE EXECUTIVE DIRECTOR

Poll shows strong public support for public education

A large majority of Americans continue to support public education, according to the 49th Annual PDK Poll of the Public's Attitude Toward the Public Schools.

An overwhelming amount believe there is too much emphasis on testing, and want schools to focus more on Career Readiness. When asked, 82 percent supported more job or career skill classes, even if that means students might spend less time in academic classes. Eighty-six percent of those surveyed say schools should offer certificate or licensing programs that qualify students for careers in each field after graduation.

Sixty-two percent of public school parents give the schools in their community an A or B. The poll finds that the proportion overall of Americans who give their community's public schools an A grade is at its highest in more than 40 years.

When asked about diversity in schools, 70 percent prefer their children in racially diverse schools. Fifty-five percent of Americans polled said having a mix of students from different racial and ethnic backgrounds in public schools is extremely or very important.

A large majority favor “wraparound services” like mental health services and after-school programs for public schools. Seventy-nine percent said they wanted general health services; and 65 percent said schools should offer dental services to students.

Fifty-two percent of Americans oppose using public funds to send students to private school and opposition rises to 61 percent when the issue is described in more detail.

Eighty-two percent also say that it is highly important for schools to help students develop interpersonal skills, such as being cooperative, respectful of others and persistent at solving problems.

The complete poll results are online at http://pdkpoll.org/assets/downloads/PDKnational_poll_2017.pdf

VSBA Board of Directors Meeting Summary

The VSBA Board of Directors met August 24th and took the following actions:

- Approved the Recommendation of VSBA Presidential Task Force on Workforce Readiness
- Approved the Award for VSBA Excellence in Workforce Readiness
- Approved the Report of the VSBA Legislative Positions Committee for Transmittal to the VSBA Delegate Assembly
- Approved the VSBA Audit
- Approved a marketing agreement between BPA and VSBA

The Board also heard the following updates and reports:

- Update from the Virginia Department of Education
- Update on the VSBA Task Force on Workforce Readiness
- Update on the VSBA Task Force on Schools in Challenging Environments
- Update on the Governor's Task Force for Local Government Mandate
- Update on VSBA Mediation Services
- Update on Student Discipline Bills Task Force
- 2017 VSBA Member Opinion Survey Results
- Update on VSBA advocacy efforts

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Jeremy R. Bennett
VSBA Government Relations
Specialist

ADVOCACY UPDATE

VSBA staff have been preparing for a busy Fall and the upcoming General Assembly Session. This activity has included attending policy meetings, strategizing with our partner organizations, and listening to our members and friends across the Commonwealth. This is a busy time for many elected officials as discussions on the biennial budget and pending legislation have already begun. Additionally, the House of Delegates and Governor's office have elections in November. At the Federal level, Congress faces many challenges such as funding the government by September 30th, determining the debt-ceiling, and addressing reauthorization of the Children's Health Insurance Program (CHIP).

Just as we are laying the groundwork for effective advocacy in the General Assembly, now is the time for you to engage with your elected officials. Public education in Virginia will likely face many of the same challenges debated in the last session, as well as some new opportunities. The key to successfully addressing our legislative positions will often depend on the relationships our members have made with their elected representatives.

VSBA is hosting a Legislative Advocacy Conference on September 28th at the DoubleTree by Hilton Charlottesville. Current elected officials, candidates for Governor, and issue area experts will share their thoughts on the latest from Richmond and the state of education in the Commonwealth. If you haven't registered already, please visit: http://www.vsba.org/meetings_conferences/legislative_advocacy_conference/.

Over the next few weeks, we ask that you take a moment to schedule a meeting or phone call with your legislators. Discuss your concerns about funding, the need for more local flexibility to address pressing issues, reducing unfunded mandates, and other challenges faced by you and your division. If you haven't met them before, this is an opportunity to do so. If you already know them, it never hurts to keep the relationship fresh. While you have your elected officials' attention, think about inviting them to visit a school in your division this November.

November is "VSBA Take Your Legislator to School" Month

In order to promote closer relationships between public education and the Virginia General Assembly, the Virginia School Boards Association urges every school division in the state to invite their state legislators to visit their schools during the month of November. There are many benefits from participating in VSBA Take Your Legislator to School Month, including strengthening ties between school divisions, local communities, and our elected officials, and creating opportunities for productive dialogue so that educational and political leaders can work together to ensure that we provide the best possible education for our students.

The VSBA encourages school divisions to choose an area of focus for your legislative visits. Is there a program or initiative in your division that you are most proud of or wish to highlight? What would you like your elected representatives to know about our schools? Don't be afraid to share your challenges, as well as your successes. Your legislator(s) should end their visit with a better appreciation of public education and what can be done to improve it.

Ask the Legal Expert

Q. Is the school board required to have a deputy clerk?

A. No, the Code of Virginia permits, but does not require, school boards to have deputy clerks.

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

NSBA Magna Award Nominations Open

The 2018 Magna Awards nomination process is now open. Winning districts are featured in an issue of [ASBJ](#) and at a luncheon at NSBA's Annual Conference in San Antonio, April 7-9, 2018. The deadline for submissions is November 6. Visit www.nsba.org/magna for details. Please contact Kathleen Vail, kvail@nsba.org, with any questions.



Division Spotlight: Bath 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.

Developing STEM Skills using an Iterative Design Process for a Wind Turbine Competition

Submitted by Bath County Public Schools

Bath County Public Schools have been participating in KidWind, a wind turbine design competition, for three years. Beginning with the second year, the students have utilized an iterative design process. Participation in KidWind employs a schema where students begin with the turbine built the previous year, along with the feedback and experience gained during the wind turbine design and competition. The high school team provided experience and knowledge to the younger students. Students have also been exposed to jobs in renewable energy crossing a broad range of education, from high school graduates to PhDs. Some of the students who have competed in KidWind have gone on to study engineering, renewable energy, and programming.

KidWind is a competition where students design a wind turbine to produce electricity. In addition to generating electricity, students keep an engineer's notebook and must present their work before a panel of judges. There is also a written test assessing knowledge of the concepts that are utilized in the development of the turbine. Each of these items contributes to the final score, so just having a good turbine alone is not sufficient to earn an award. Schools meet to compete on a regional or state level each spring. This program is a combination of after school and in-class activities.



Students continually ask, "Why do I have to learn this?" asking about their classes. Students who participate in the competition put in hours after school to complete their entries. The participants report that they enjoy the activities and parents report that the students talk about what they did in preparation for the competition. Students learn about science, technology, engineering, and math as they prepare a presentation for panel of judges. The presentation itself hits several English SOLs as the students prepare a written notebook and an oral presentation. An added benefit is students reporting that they feel more confident with regular classroom STEM activities.

The first-year project was a hands-on activity to expose students to various aspects of the Career and Technical Education areas of study. Their teachers collaborated with each other and showed the students, by example, how to collaborate. Each student acted in a leadership role as the skills

required to complete a competition level turbine changed. One student designed gears on a 3D printer. Different gear ratios were explored and tested until the team settled on a ratio that produced the most power. Some of the team members utilized the carpentry shop to create the components of the turbine. This required exact measurements for angles, diameter, circumferences, and area. Other team members created the oral and written presentations and coached the rest of the team to improve their presentation style.

The first competition was held at Virginia Tech and the team was awarded a 3rd place win along with a trophy for their design. The 3rd place win got the team an invite to the Eastern United States finals held at James Madison University. At the Eastern United States finals, the team garnered an additional trophy for design. Before the school year was over, the students designed and built a wind tunnel to better test future designs. The team presented the project at an energy fair and at the Virginia Society for Technology in Education. The presentation and handouts were polished and the feedback received from the audiences was positive. It was clear that the students had learned the material.

During the design phase of the competition, the students took the previous year's turbine and made significant changes to it. A second group of students took the basic design and changed gear ratios, materials, and axis. The notebooks from the previous years helped the students go beyond their first-year effort. Because of this, the team could increase their depth of knowledge. At the competition, the teams won first and second place along with trophies for both designs.

The students earned an invitation to the national competition held in conjunction with the American Wind Energy Association national convention in New Orleans. While the team was there, a college level competition took place and the students circulated through that area getting ideas that they could use in the future.

The division has found KidWind to be an authentic, project based learning activity that assists the students in earning STEM curriculum as well as learning about 21st century jobs and gaining the skillsets that will be required for their futures.



Back to School Health and Safety Tips

VSBA and VACORP would like to offer the following health and safety tips and encourage all to be cautious as students have returned to class for the 2017-2018 school year. The beginning of the school year is a time when children are at increased risk of transportation-related injuries from pedestrian, bicycle, school bus, and motor vehicle crashes.



VACORP

Walking to School

- In neighborhoods with higher levels of traffic, consider starting a "walking school bus," in which an adult accompanies a group of neighborhood children walking to school.
- Make sure students' walk to a school is a safe route with well-trained adult crossing guards at busy intersections.
- Be realistic about children's pedestrian skills. Because small children are impulsive and less cautious around traffic, carefully consider whether or not kids are ready to walk to school without adult supervision.
- Bright colored clothing will make your child more visible to drivers.

Bike

- Always wear a bicycle helmet, no matter how short or long the ride.
- Ride on the right, in the same direction as auto traffic.
- Use appropriate hand signals and respect traffic lights and stop signs. Know the "rules of the road."
- Wear bright color clothing to increase visibility.

School Bus

- Wait for the bus to stop before approaching from the curb & check to see that no other traffic is coming before crossing the street.
- Do not move around on the bus.
- Make sure to always remain in clear view of the bus driver.
- Children should always board and exit the bus at designated locations that provide safe access to the bus or to the school building.

Tips for Motorists

- All passengers should wear a seat belt and/or an age- and size-appropriate car safety seat or booster seat.
- Do not text or talk on your cell phone while driving.
- Slow down and obey all traffic laws and speed limits.
- Be alert for school zones that have a reduced speed limit at designated times of the day.
- Watch for school buses. Red flashing lights and an extended stop arm indicate the school bus is stopping to load or unload children. State law requires you to stop.
- Keep an eye out for children walking in the street, especially where there are no sidewalks.
- Be alert for children playing and gathering near bus stops and for those who may dart into the street without looking for traffic.
- When driving in neighborhoods or school zones, watch for young people who may be in a hurry to get to or away from school and may not be thinking about getting there safely.

Tips for Parents

- Be a good role model. Always buckle up in the car, always wear a helmet when biking, and always follow pedestrian safety rules. Don't text or talk on your cell phone while driving.
- Supervise young children as they are walking or biking to school or as they wait at the school bus stop.
- Provide your children with bright clothing so motorists can easily see them.
- Make sure that your teen driver understands and obeys all traffic laws. Discourage them from texting or talking on a cell phone while driving.

Tips for Students

- Always buckle up when riding in a car. Be sure to remove your backpack before getting in the vehicle. Never buckle your safety belt with your backpack on.
- Always ride in the back seat. It's the safest place for young people.
- Always wear a helmet and follow traffic safety rules when riding your bike.
- If you ride a school bus, learn and practice the safety rules for waiting at the bus stop, getting on and off the bus, and riding the bus.
- Never wait for the school bus in the roadway.
- If you walk to school, learn and practice the safety rules for pedestrians. It's extremely important for you to use sidewalk when available, look left-right-left when crossing the road, and always walk facing traffic.
- Always cross at crosswalks; obey all traffic signs, traffic lights and crossing guard instructions.
- Teen drivers should avoid speeding and distractions while driving, such as texting, talking on cell phones, eating and adjusting the radio. Teens are also reminded never to overload their vehicle; everyone riding in a vehicle must use a safety belt.
- Be a good role model for your younger brothers, sisters and friends, and help them learn and follow vehicle safety rules.

We encourage you to share these tips with your staff and students at the start of the year and through the year to maintain a safe and healthy school environment. If you have any questions about VACORP or would like to learn more about the program, please visit: http://www.vsba.org/services/vacorp_insurance/



Conference Recording Available On Demand



Were you unable to attend the May 3, 2017 Hot Topic Conference in Wytheville? The recording of the full conference is available on-demand through a video recorded by WHRO.

Conference Topics Include:

- ⇒ Teacher Shortages, Recruitment and Retention
- ⇒ Teacher Shortage Panel
- ⇒ Reductions in Workforce
- ⇒ The Importance of School Board Support When it Comes to Risk Management

The cost to view the recording is \$135 per connection. Please contact Amanda Leonard, VSBA coordinator of board development, at aleonard@vsba.org for information on how to receive access to the recording.

CODERS

WHAT IS CODERS EXPERIENCE?

A free, one-day workshop where girls learn to create their own mobile app, hone problem-solving skills and gain software development know-how!

WHO SHOULD ATTEND?

Middle school girls with any interest in STEM. There are future women in tech in every classroom. Let's encourage every girl to attend.

WHY IT'S IMPORTANT!

We believe girls are the future in tech and want to help them take the first step towards exploring a rewarding career in the industry.

<p>10/14/2017</p> <p>ATC at Tidewater Community College</p> <p>FULL Capital One McLean Campus</p> <p>FULL Capital One Richmond Campus</p> <p>The Institute for Advanced Learning & Research University of Virginia</p>	<p>10/21/2017</p> <p>Germanna Community College</p> <p>James Madison University</p> <p>Southern Virginia Higher Education Center</p> <p>The University of Virginia's College at Wise</p> <p>Virginia Western Community College</p>
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INVEST IN THE FUTURE – REGISTER TODAY
www.regonline.com/CapitalOneCodersExperience

The deadline for the 2017 VSBA Green Schools Challenge is just around the corner. Please complete the challenge by September 22, 2017. For more information...

CLICK HERE

FOLLOW VSBA ON SOCIAL MEDIA





School Board Mediation and Conflict Resolution: A Way to Come Together

By Kate Kaminski, Staff Attorney

School boards are made of committed, creative and passionate individuals from diverse backgrounds and experiences who serve together as a corporate body. These individual factors that enrich the corporate body also increase the opportunity for conflicts and disputes. VSBA has seen a rise in intra-board conflict over the past couple of years; perhaps in part due to the increasing complexity of school board service and the diversity that the individuals bring to the table. Conflict, in and of itself, is not bad and is part of the human and group dynamic. How school board members resolve the conflicts that naturally arise as part of their service on the board is critical. When conflict does arise, it is important to resolve it in a manner that allows the Board to focus on its mission: to provide the best public education possible for the young people of their communities and to make them into responsible and successful global citizens. When conflict on the local school board distracts from the mission of the board, or interferes with achieving the board's goals, it is time to get help. VSBA now offers mediation and conflict resolutions services to help boards who may be suffering from unresolved conflicts or disputes.

Mediation and conflict resolution services are a wonderful opportunity to help board members resolve their differences so that the board may effectively govern the school division. Boards in conflict are rarely, if ever, able to be as effective as they could be. School boards often do not know where to turn when conflict arises. It is natural to avoid conflict or have some members distance themselves or even resign. None of these options serve the board, the students or the community in the long run. Whatever the cause or nature of the conflict or situation, VSBA can help.

Mediation/conflict resolution involves an impartial, neutral third party who helps the school board members resolve the conflict or dispute and design their own solution. These services can be used for any issue or situation. The process usually involves various stages of identifying issues, concerns and interests, brainstorming options and developing solutions, and repairing relationships so that the board can thrive. The benefits of going through the process can be immeasurable. There is no shame in asking for help, but rather it will free the board to accomplish its goals and focus on its primary mission.

For more information or to arrange a session or series of sessions, please contact Gina Patterson, VSBA Executive Director, gina@vsba.org.

VSBA Bullying Prevention Month– October 2017

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 Bob Hundley's PSA on bullying prevention is also available [here](#).



VSBA Bullying Prevention
Month
October 2017

www.vsb.org | 434-293-8722 | 800-444-8722 | Fax: 434-293-8726



2017 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

Darrell Gleason, *The Virginian Review*
Jerry Clark, *The Alleghany Journal*

Bath County

Larry O'Rourke, *The Virginian Review*
Amanda McGuire, *Allegheny Mountain Radio – WCHG*
Geoff Hamill, *The Recorder*

Buchanan County

Joe St. Clair, *The Virginia Mountaineer*
The Virginia Mountaineer

Charles City

Andre Jones, *New Kent*Charles City Chronicle*

Covington City

Jerome Johnson, *The Virginian Review*

Culpeper County

Jonathan Krawchuk

Cumberland County

Laura McFarland, *Cumberland Today*

Falls Church City

Nicholas Benton, *Falls Church News Press*
Kellye Lynn, *WJLA-TV News Channel 8*

Fluvanna County

Ruth Ann Carr, *Fluvanna Review*
Talya Cunningham, *CBS19*

Fredericksburg City

Advanced Media Solutions

Galax City

Shannon Watkins, *The Galax Gazette*

Giles County

Rachel Lucas, *WSLS 10*

Gloucester County

Glo-Quips Newspaper
Gloucester Chamber of Commerce

Henry County

Amie Knowles, *The Martinsville Bulletin*
Rodney Billings, *BTW21*

Isle of Wight

Stephen Cowles, *Tidewater News/Windsor Weekly*

Lexington City

Bruce Young, *WDBJ7*
Beth Homicz, *The News Gazette*
Doug Harwood, *Rockbridge Advocate*

Louisa County

Deana Meredith

Martinsville City

Brian Carlton, *The Martinsville Bulletin*
Amie Knowles, *The Martinsville Bulletin*

Montgomery County

Justin Ward, *WDBJ7*
Eamon O'Meara, *WDBJ7*

Nelson County

Emily Brown, *Nelson County Times*

New Kent County

Andre Jones, *New Kent Charles City Chronicle*

Newport News City

Jane Hammond, *Daily Press*

Prince George County

Meredith Baker, *Prince George Journal*

Pulaski County

The Southwest Times
The Patriot

Radford City

Eamon O'Meara, *WDBJ7*
Josh Smith, *Bobcat Sports Live - Basketball*
Timothy Worles, *Bobcat Sports Live – Basketball*
Jeff Kleppin, *Bobcat Sports Live - Football*
Richie Davis, *Bobcat Sports Live - Football*

Roanoke County

Debbie Adams, *The Vinton Messenger*
Sara Gregory, *The Roanoke Times*
Jenna Zibton, *WSLS*

Rockbridge County

Bruce Young, *WDBJ7 Television*

Smyth County

Linda Burchette, *Smyth County News & Messenger*

Tazewell County

Warren Hinkle, *The Voice*
Jim Talbert, *Clinch Valley News*

West Point Town

Jack Jacobs, *Tidewater Review*
Tidewater Review

Westmoreland County

Westmoreland News
Northern Neck Free Press



Welcome Back to School!

Across the Commonwealth, school board members helped welcome their students back to school with a photo and using the hashtag #backtoschoolVA on social media. Thank you to all of the school divisions that participated. To view the full album of participating divisions, please visit the [VSBA Facebook Page](#) (note: you do not need a Facebook account in order to view the album).



VSBA Affiliate Member Profiles

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



American Fidelity Assurance Company

American Fidelity Assurance is an American private, family-owned life and health insurance company.

Dixcy Kilduff
Phone: (877) 518-2337
Email: Dixcy.kilduffe@americanfidelity.com
Website: <http://www.americanfidelity.com>



M.B. Kahn Construction Co, Inc.

M.B. Kahn takes an active role in the communities where we serve and have meaningful experiences in the lives of children and families.

Jim Ruhland
Phone: (540) 588-7482
Email: jruhland@mbkahn.com
Website: <http://www.mbkahn.com>



VMDO

VMDO Architects is an award winning firm made up of educational design specialists. We are dedicated to helping institutions and communities envision engaging, pivotal projects that translate into meaningful buildings of lasting value.

Mary Beth Lineberry
Phone: (434) 296-5684
Email: lineberry@vmdo.com
Website: <http://www.vmdo.com>

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



TOP TEN Reasons

November 15-17, 2017
Williamsburg, VA

to attend VSBA's Annual Convention

- ① **Learn!** Choose from over 40 breakout sessions that cover many hot topics in public education today.
- ② **Get Inspired.** Three great session speakers will motivate and inspire you throughout the convention. Speakers include: Manny Scott, Dr. Bill Daggett, & Dr. Jon Landis.
- ③ **Celebrate Successes.** Throughout the convention, awards are given to various school boards for their work throughout the year. Come see if your division has won an award and celebrate successes in the Commonwealth.
- ④ **This is your Association.** The VSBA Delegate Assembly allows you to make your voice heard, your vote count, and your Association strong.
- ⑤ **Networking Opportunities.** Who better to learn from and share with other than Virginia school board members?
- ⑥ **Movie Night!** This year, Movie Night features our Wednesday General Session Speaker Manny Scott and the film "Freedom Writers".
- ⑦ **Lunch & Learn Sessions.** Choose from many lunch and learn sessions to continue your education during the lunch break on Thursday.
- ⑧ **Hands-On Learning.** Visit the Apple Playground on Wednesday afternoon prior to the general session for some hands-on, interactive learning opportunities.
- ⑨ **70+ Exhibitors.** The convention exhibitors are ready and excited to tell you about their products and services that can help your board.
- ⑩ **Refresh and recharge.** Review your current practices, consider new ones, and get a fresh perspective.

For more information on the VSBA Annual Convention, please visit:
http://www.vsba.org/meetings_conferences/vsba_annual_convention/



VSBA ANNUAL CONVENTION 2017

Early Bird Session

Wednesday, November 15 • 9:30 am – Noon

The Poverty Factor

Kimberly Jowers and Dr. Katrina Spigner, Resource Solutions

Whether we encounter it on a daily basis or choose to believe that it has no impact on our lives, poverty is a part of our reality. It is easier to discuss what “they” could or should do to change, rather than explore the self-imposed and systemic barriers that hinder individuals in generational poverty from achieving self-sufficiency.

The Poverty Factor is an interactive experience that is designed to help individuals, leaders, organizations and communities examine the experiences of individuals in generational poverty, discover hidden personal biases and develop strategies for change. It challenges each participant to discover their limits and then go beyond them at the individual and community level to redesign programs and approaches that better serve the individuals with whom we have contact.

This training offers a deeper understanding of the challenges and needs of people in poverty and the know-how to partner with them to create successful outcomes that build healthy individuals; thereby creating healthy communities.

[Additional registration is required.](#)

General Session Speakers



Manny Scott

Wednesday, November 15

An original Freedom Writer whose story is told in part in the 2007 hit movie, *Freedom Writers*, Manny Scott has energized more than a million leaders, educators, volunteers, and students worldwide with his authentic, inspiring messages of hope. Scott speaks with relevant, riveting, and compelling messages, moving the audience from cheers, to laughter, to tears, and go-forward determination.



Dr. Bill Daggett

Thursday, November 16

Dr. Bill Daggett, Founder and Chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move preK-12 education systems towards more rigorous and relevant skills and knowledge for all students. For 25 years, he has crisscrossed our nation, as well as the industrialized world, to lead school reform efforts to effectively prepare students for their future.

Dr. Daggett will be leading a breakout session immediately following the general session on Thursday.



Dr. Jon Landis

Friday, November 17

Dr. Jon Landis is part of Apple's Education team, working with school leaders to leverage technology to transform learning. Prior to Apple, Dr. Landis served as a college of education professor, chemistry teacher, principal, curriculum director and information technology director in Pennsylvania. He holds a Ph.D in Sociology, a Masters in Education Leadership, and a BS in Chemistry.



VSBA ANNUAL CONVENTION 2017

November 15-17, 2017, Williamsburg Lodge

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



Don't Miss Out!

- Early Bird Session– The Poverty Factor
- Receptions
- 3 General Sessions
- 40+ Breakout Sessions
- Delegate Assembly
- 70+ Exhibitors
- Daily Session Tracks
- Exhibitors Scholarship
- Student Board Member Workshop
- Green Schools Challenge
- 14th Annual 5K Run/Walk
- Regional Meetings
- School Architecture Exhibition
- High School Video Contest
- Networking Opportunities

Annual Convention information is available online.

[CLICK HERE!](#)

Williamsburg, VA

November 16, 2017 7:00 AM

SIGN-UP TODAY



Register now at: bcwh.com/event/vsba-5k

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UPCOMING EVENTS, WORKSHOPS & TRAINING

September 28, 2017

VSBA Legislative Advocacy Conference

LOCATION: Charlottesville DoubleTree

DETAIL: This conference will focus on legislative and advocacy topics to better prepare you for the 2018 General Assembly session. You'll hear directly from legislators on the latest from Richmond at the always-popular legislators' panel on state education issues. There will be an update on student discipline bills, a panel discussing teacher preparation in higher education and the teacher shortage, and comments from the Virginia Gubernatorial candidates. The conference will also include a presentation of the 2017 VSBA Legislative Award of Excellence to Governor Terry McAuliffe. 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.

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October 4, 2017

WEBINAR: Bring the Media On Board with Proactive Communication Tactics

LOCATION: Online

DETAIL: If a crisis happens in your division, are you prepared to manage the resulting media attention and keep your parents informed? Do you have speaking points ready and know what not to say to a reporter? Build your confidence in partnering with the media staff. Please join Kenita Bowers, Director of Communications & Media Relations, at Richmond City Public Schools on October 4 to learn how to work through both the bad and good news with the media.

October 24, 2017

WEBINAR: A Community Approach to Wireless Infrastructure

LOCATION: Online

DETAIL: For more than 15 years, Milestone Communications has been the leading developer of wireless infrastructure in partnership with school, municipal, and public utility landowners. The company has partnered with dozens of school districts across six states - most of them in the Commonwealth - to include Fairfax County, Fairfax City, Albemarle County, Roanoke County, and many others. Come learn how your school district could benefit from this partnership opportunity. You will learn how the company has partnered with other school districts in Virginia, the revenue generated by each tower, the extensive, unique and transparent community outreach process used by the company and the types of tower options available for school sites.

November 15—17, 2017

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 40 hot topic breakout sessions, have the opportunity to meet with businesses dedicated to serving schools, and much more.

Miss a webinar? No problem!

All VSBA webinars are available "on demand" to fit your schedule.

For details, contact Amanda Leonard, coordinator of board development, at aleonard@vsba.org or visit http://www.vsba.org/meetings_conferences/webinars_on_demand/

School Board Candidates Webinar

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

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



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Not pictured: Scott Albrecht, Camilla Washington

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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 advocacy, training and services.

VISION STATEMENT

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