



VSBA President
Scott M. Albrecht
Manassas City School Board

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DATES TO REMEMBER

January 22-23, 2018
VSBA Capital Conference

January 23, 2018
VSBA Orientation for New Board Members and Superintendents

January 23, 2018
VSBA Orientation for New School Board Chairmen & Vice-Chairmen

February 22, 2018
VSBA Superintendent Evaluation Workshop

PRESIDENT'S MESSAGE

Happy New Year VSBA! I hope that you had the opportunity after our Annual Convention in November to spend time with your family and friends, reflect on our accomplishments from 2017 and consider goals for 2018. With the start of a new year, we all tend to think about what we would like to do and how we might get them done. As Bob Hundley and Gina Patterson elaborated at the Annual Convention, our Association accomplished a lot in 2017, and your Board of Directors is planning another exciting year as we work together for the betterment of education throughout the state for all of our young people. 2018 has the potential to be one of the most crucial years in the history of public school education in our Commonwealth.

Let me take this opportunity to welcome over 70 new school board members that took office on January 1, 2018 to our Association. I congratulate you on your election/appointment and I commend you for your willingness to commit yourself to the awesome, and sometimes thankless task that is ours to make a difference in the lives of our young people. I encourage you to become active participants in VSBA. This is your organization and it affords you many opportunities to obtain information and training through conferences, webinars and the Virginia Daily Education News e-mail. Each of these individually, and especially together will help make you a more effective board member. Take advantage of opportunities to meet and get to know your Board of Directors and your VSBA staff; we are here to help you.

VSBA welcomed new staff member Madeline Slubowski as the coordinator of board development. Please introduce yourselves to her when you see her at upcoming VSBA conferences.

I want to also encourage all school board members, both new and veterans, to set a goal for 2018 to be active in our organization. The more we grow, learn, share, celebrate successes, and collaborate with stakeholders, the greater our potential will be to impact education in a more positive way. We all share a common goal; to improve education for all students, and together we can learn from each other's successes, and support each other in our challenges.

We should always be about the job of continuous improvement and how we can move from good to great. So let us each commit to perhaps improving on at least one thing we might do better as school board members. I cannot think of a much better goal for us as an organization, and when you consider the impacts your improvements might create, consider the number of students and families that stand to benefit from your singular action. Finally, involve and engage your Association; our mission is Leadership, Advocacy and Support. We are here to help you and help unite us all.

Our first conference of the year will be the Capital Conference at the Marriott in Richmond January 22 & 23. The first day will feature presentations on the "State of the Commonwealth" and will provide briefings on legislative issues and VSBA priorities. There will be a reception that evening to allow time to mingle with legislators and top administrative officials. The second day will begin with breakfast followed by opportunities for members to meet with their individual legislators. This conference is a vital endeavor in our roles as advocates for public education. Please make every effort to attend this important conference but also be diligent with your advocacy efforts throughout the year. There will also be orientation sessions available for all new board members, superintendents, chairmen and vice-chairmen on January 23. New members and new leaders, I hope you will find these sessions invaluable in providing information and real world examples that will help you realize and understand some of the responsibilities in your new endeavors.

Another upcoming meeting is NSBA Advocacy Institute in D.C., scheduled for February 4-6. This conference is very convenient for all of us relative to the rest of the NSBA, so it's always great to have a strong Virginia contingent there. NSBA does a great job of preparing us for advocacy with our national representatives during the preliminary sessions on Monday.

As I said in the closing of the Annual Convention, education will continue to change, and as an Association we must stay grounded in the roots of our mission – Leadership, Advocacy & Support,

(continued on page 3)



Gina G. Patterson
VSBA Executive Director

“The board must remain focused on the common goal of promoting student achievement.”

FROM THE EXECUTIVE DIRECTOR

Welcome New Board Members!

Congratulations to all newly elected or appointed school board members and welcome to your first issue of the VSBA Newsletter!

As a new school board members you will be exposed to many issues and concerns that may or may not be division related, but the board must remain focused on the common goal of promoting student achievement. If you as a board prioritize issues based on the impact that they will have on achievement in your local division, you will find these issues can be addressed with greater objectivity and fewer problems.

Again, congratulations and welcome aboard. I hope to see you at the new member orientation on Tuesday, January 23 at the Richmond Marriott. Registration information can be found [here](#). I would also like to encourage you to attend the Superintendent Evaluation Workshop on February 22 at the VSBA Office in Charlottesville. This workshop is a great way to learn about the ins and outs of evaluating your one employee, the superintendent. Information on registering for this workshop can be found [here](#).

Please do not hesitate to give VSBA a call should you have any questions or need anything during your service on the school board. I look forward to meeting you and working with you in the future. Thank you for all that you do.

VSBA Finance Manual

Once is not enough when it comes to gaining information about school finance and – just as important – the working relationship between the local school board and the local appropriating body. The VSBA takes pleasure in offering this updated and expanded edition of what has traditionally been known as its budget manual.



Because of the enlarged coverage and its implications beyond just budgets and the budget process, it has become and is now regarded as a finance manual. The VSBA offers it to its boards and board members as well as to school division staff and legal counsel as yet another resource, among many, that the VSBA provides in its efforts to encourage and promote even more informed and engaged decision-making and advocacy on behalf of the Commonwealth's school divisions. One of the most important governance functions of a school board, of course, is to provide leadership and oversight regarding financial matters. In these changing times, that function is more critical.

Take a moment to review the publication throughout the year, but particularly now as you are headed into budget season. Take time to get familiar with this aspect of governance.

Here is the link to the finance manual:

<http://www.vaschoolboards.org/images/uploads/VSBAfinancemanual.pdf>

Please note that the finance manual PDF is password protected and the password was distributed previously to the VSBA membership and superintendents. If you are unable to locate the password, please e-mail Samantha Bosserman, director of communications and board development at Samantha@vsba.org.

FOLLOW VSBA ON SOCIAL MEDIA





PRESIDENT’S MESSAGE (continued from page 1)

while adapting to this ever changing world. In the future, we may not always be fortunate enough to have every legislative item we oppose vetoed. As a goal for 2018, I would encourage everyone to look at our legislative positions and identify potential for compromise and consensus – especially when it is in the best interest of children. We need to focus on the future, so that we can ensure public education remains relevant, that we retain the public’s confidence and that we keep our seat at the table so that we can influence the future in a manner that benefits all children. Education is the great equalizer, and together we can work to have students ready to enter the workforce of the future, contribute to our nation’s economy, and ultimately be successful in the world that they will face in the future.

In closing, I want to again state what an honor and privilege it is for me to be to serve as the President of our Association. I sincerely appreciate the huge responsibility to continue the outstanding tradition of VSBA that has been carried out by so many other fine leaders in the past, and I again want to thank each of them for the outstanding example they set.

I look forward to working together with all of our members and stakeholders as we work together to accomplish great things in 2018.

Ask the Legal Expert

Q. Is a school board employee who, in his or her professional capacity, has reason to suspect that a child is an abused or neglected child, required to report the matter to the local department of social services?

A. A school board employee who has reason to suspect that a child is abused or neglected is required to immediately report the matter to either the department of social services or to the employee’s supervisor, who must make the report. If the employee reports the matter to his or her supervisor instead of to the department of social services, the supervisor must 1) notify the employee when the report is made to the department of social services, 2) notify the employee of the name of the person receiving the report and 3) forward any communication resulting from the report, including any information about any actions taken regarding the report to the person who made the initial report. Va. Code § 63.2-1509; VSBA Policy GAE/JHG Child Abuse and Neglect Reporting.

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

Thank you for your hard work and dedication!

February

School Board Appreciation Month

Salute the service of the almost 850 school board members in Virginia in February 2018 during School Board Appreciation Month. The theme — *Advancing Opportunities for All* — reflects the top priority of local school board members as they advocate for public education with local, state, and federal leaders on behalf of all students. Use the month to highlight the accomplishments of your local board, and encourage community leaders, business partners and local civic groups to join in your recognition efforts.

February 19-23

School Board Clerk Appreciation Week

The VSBA Board of Directors has designated the third week in February as VSBA School Board Clerk Appreciation Week, with a goal of building awareness of the role board clerks play in assisting school board members, superintendents, and our local schools. Please plan now to show your local clerks you appreciate their work.



Make Health Resolutions Last in 2018

With wellness as a team effort, resolutions last all year! Look for a healthcare partner that gives your employees access to fitness and wellness challenges that the whole team can participate in. Offerings like the BPA BestLife Wellness Portal allow your employees to live their best life in 2018!

Learn more at www.bpatpa.com



Preparing for the 2018 General Assembly Session

By Jeremy Bennett, VSBA Government Relations Specialist

Last week marked the start of the 2018 General Assembly. As usual, there will be many difficulties facing public education with the always challenging budget process and several pieces of school discipline legislation. With a continued focus on education by the General Assembly, it's important to have a strong, coordinated message that is communicated regularly to your state legislators.

During session, VSBA needs your assistance and active support to engage the public and your elected officials. The VSBA Lobbying Team will be in the trenches for you in Richmond, but legislators want to hear from YOU! Your voice as a constituent and local leader is extremely valuable to them. So how do you communicate effectively, create a strong message and stay on topic?

Below are a few how-to tips for you to utilize during the session and throughout the year with your advocacy work:

- Make personal, face-to-face contact with your legislators whenever possible. Remember to call ahead when you will be in town to meet with your legislators. If you can't travel to Richmond, don't hesitate to pick up the phone to have a conversation with them. The personal interaction is key to developing and continuing that strong relationship.
- Time is always limited when meeting with your legislators. Be prepared by knowing the issues and having facts to support your position. If you don't know an answer to one of their questions, be honest and follow-up with the answer after your meeting.
- Be sure to know the basic legislative process. Your input about the local impact of legislation can be helpful at any time. However, be sure about when and to whom to lobby. Depending on where the bill is in the legislative process, concentrate your efforts on the appropriate members.
- Always remember to be courteous to your member and respect their time limitations.
- Legislative aides are an important part of the process. Even when you can't talk directly to a legislator, speaking with their legislative aide is vital. They are most often advising the members on specific bills and preparing them each day for session.

Over the next few months, VSBA will be calling on you through various action alerts. When we put out an alert, we ask that you follow up with a call or email to your legislator(s) urging their support or opposition to a bill. Also, don't forget to share VSBA's legislative priorities and express your opposition to the charter school constitutional amendment.

You can stay up-to-date on the happenings at the General Assembly through the VSBA Legislative blog, Facebook, or Twitter account and the new VSBA Legislative Video Blog on YouTube. We look forward to seeing you at the 2018 VSBA Capital Conference on January 22 and 23 at the Richmond Marriott.

The VSBA Legislative Video Blog is now on YouTube!



VSBA ADVOCACY EVENTS

January 10

First Day of the 2018 General Assembly session

January 22-23

VSBA Capital Conference

January 22

VSBA Legislative Reception

January 23

VSBA Day at the General Assembly

February 4-6

NSBA Advocacy Institute, Washington, DC

February 10

Last Day of the scheduled 2018 General Assembly session

VSBA

Capital Conference

RICHMOND, VA

January 22-23, 2018





Division Spotlight: Allegheny 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.

The One-to-One Initiative: Allegheny Focuses on Instruction

Submitted by Allegheny County Public Schools

On February 22, 2016, the Allegheny County School Board approved its instructional roadmap for the future. Named Vision 2020, the plan detailed a comprehensive framework that described both the means and manner by which Allegheny County’s students would develop 21st century skills while working in 21st century classrooms. Included in the board’s vision was a budget and a timeline for a one-to-one initiative.

Many school districts have rolled out one-to-one computing initiatives and a simple Google search will reveal the hundreds that have done so. But sprinkled within those search results one will find words or phrases like “failed”, “failure”, or “pitfalls to avoid”. With this in mind, the Allegheny County School Board’s instruction to its administrative team was clear. The only acceptable term that would be used to describe the board’s initiative would be the word “flawless”.

Early on, division superintendent Gene Kotulka, and his staff agreed that an initiative focusing only on technology would be sure to fail. Therefore, Mary Jane Mutispaugh, Director of Instruction, and her implementation team determined that initial product training –the district is using Dell Chromebooks- would be brief and would last no longer than thirteen weeks. The heart of the district’s staff development program would focus on teaching and learning. That program would be the focus of staff development for four years.

The district put together a committee of teachers, administrators, technical personnel, community leaders, and business owners. Together, they reviewed a variety of instructional models that could serve their initiative’s four-year professional development plan but in the end, they decided that SAMR was the best fit. Developed by Dr. Ruben Puentedura, SAMR - an acronym - joins technology, teaching, and learning through four phases beginning with simple substitution activities.

“By 2020, our goal- division-wide- is a frequent redefinition of teaching and learning,” said Mary Jane Mutispaugh. “Using SAMR, our teachers create our professional development offerings. We believe their ownership will allow our students to experience classroom opportunities that one would have never thought possible.” Josh Hagy and twenty-three of his Allegheny High School students have embodied Mutispaugh’s sentiment. Last year, Hagy’s class, writing under a nom de plume, published *The Twisted Circle of Room 114* on Amazon.



“Taking the Chromebooks home opened up [the students’] ability to write somewhere where they were more comfortable,” said Hagy. “They were writing about really personal things, and that’s not easy to do in a class full of people.” “It really displayed the way they are accustomed to communicating in a positive light. When it came time to assemble the final manuscript, I was able to share one file [and] the entire class could be working [on it] simultaneously. I could take my hands off [much] of it because they had the tech in their hands to work on it themselves.”

Jeff Alleman, the district’s technology supervisor, has directed his team to focus on teaching and learning too. “A one-to-one initiative immediately redefines the role of IT. The technology has to be dependable and as such, IT can repurpose its time savings in ways that are more supportive of instruction.” Currently, Alleman and team are piloting software projects related to classroom management and video sharing.

From the beginning, Kotulka and Mutispaugh insisted upon frequent community outreach. “Prior to the hardware distributions at our high school and middle school, members of our team met with every parent and guardian,” said Mutispaugh. Seventeen parent meetings have been offered and have been made available at various times of day. Mutispaugh said, “In some instances, our TTRT staff members had to meet with parents one on one.” District leaders felt community involvement to be so important, they required face-to-face communication before a device was distributed for use.

“Critical to the one-to-one initiative’s success are the TTRTs,” said Mutispaugh. The group, comprised of four instructional staff members, are Testing and Technology Resource Teachers. “These individuals are highly dedicated and they monitor the initiative’s implementation at the school level,” said Alleman.

Responsible for executing each building’s professional development program, the TTRTs are also heavily involved with state and local testing administrations. In addition, TTRTs have the responsibility of initiating and tracking device repairs. “When a TTRT staff member calls, we drop everything,” said Alleman. “The role is critical and we don’t want them to have to wait for anything.”

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2018 VSBA Showcases for Success

WHAT IS THE SHOWCASES FOR SUCCESS?

As a means of encouraging community awareness and positive press coverage of public education, the Virginia School Boards Association is inviting school divisions to recommend programs and initiatives that would serve as appropriate "Showcases for Success" in public education. Last year, over 100 programs were profiled and the list was shared with journalists, school board members, superintendents, legislators, and top state officials. Press coverage was generated statewide, and this project served to be an effective tool for disarming the critics of public education. We are compiling a new list for 2018, and these successful programs will be showcased on the VSBA web site for the entire year.

WHAT IS THIS YEAR'S FOCUS?

The focus of the 2018 VSBA Showcases for Success is School Choice in Public Schools, highlighting unique program offerings in our public schools.

HOW MANY PROGRAMS/INITIATIVES CAN A DIVISION SUBMIT?

Each division can submit up to 3 programs/initiatives.

HOW DO I SUBMIT?

Submit online at <https://www.surveymonkey.com/r/2018ShowcasesforSuccess>

WHAT IS THE SUBMISSION DEADLINE?

Friday, February 23, 2018

WHO DO I CONTACT WITH QUESTIONS?

Samantha Bosserman, director of communications and board development, Samantha@vsba.org or 1-800-446-8722.

VSBA Excellence in Workforce Readiness Award

The VSBA would like to invite you to apply for the first annual Excellence in Workforce Readiness award. This award seeks to recognize Virginia School Divisions who have achieved excellence in Workforce Readiness through an innovative program within your school community.

To access the application form and additional information visit: http://www.vsba.org/resources/excellence_in_workforce_readiness_award/

Deadline to Apply: **March 5, 2018**

ALLEGHANY COUNTY SPOTLIGHT (continued from page 5)

Each school's administrative team is responsible for providing the instructional leadership that the initiative requires. Principals were determined that teachers be able to focus on a redefinition of instruction without adding more paperwork. "In their lesson planning, teachers only need to indicate an appropriate SAMR level," said Mutispaugh. "Administrators monitor lesson plans and provide feedback as necessary."

The superintendent reserves his highest praise for teachers, students, and parents. "Without parental involvement, no initiative can succeed," said Kotulka. "Our students are outstanding and they have embraced this opportunity." Recently, the superintendent invited Hagy and his class to share their publication with the school board during their monthly meeting. "Mr. Hagy, you have made [...] a mark on some child's life," said board chairman Randall Tucker.

"Our board is very involved with the success of the one-to-one initiative," said Kotulka. "They receive updates at each school board meeting, they visit the schools, and they notice that our teaching methods are changing."

In January 2018, the district extends its one-to-one initiative to its fifth graders. Next August, the district's total enrollment in grades one through twelve -2000 students- will have devices in hand. Concurrently, the district is preparing to move forward with its New Tech program at Alleghany High School.

Gene Kotulka and the Alleghany County School Board members are excited. Kotulka said, "We are focused on what is best for kids."

Grant Available

The Center for the Study and Prevention of Violence (CSPV), University of Colorado Boulder, is seeking schools containing grades 6-8 or 7-9 in Virginia to implement the evidence-based **LifeSkills Training (LST) Program**, a middle school skill building/substance abuse and violence prevention program consistently proven to reduce alcohol, tobacco, and drug use. Positive outcomes also have been shown for violence, risky driving behavior, and other high-risk behavior. LST is recognized as a Model or Exemplary program by various government and private agencies, including the Blueprints for Healthy Youth Development list maintained by CSPV.

The grant will allow CSPV to provide three years of training and program materials to eligible schools, districts, and education agencies, beginning in fall 2019.

For additional information, please contact : Joan Bryant | 720-409-8084 | joan.bryant@colorado.edu or visit: <https://www.colorado.edu/cspv/blueprints/lst-grant/>.

Priority will be given to applications received by March 30, 2018.



VSBA Affiliate Member Profiles

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



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

A New Year, a Chance to Reconnect

By Samantha Bosserman, VSBA Director of Communications and Board Development



Ready or not, 2018 is here! The beginning of the year is a great time to reconnect as a board and to check in to make sure everyone is on the same page and headed toward the same mutually agreed-upon goals. Twice a year VSBA sends out a sample Code of Conduct in January and July. Set some time aside with your board to review this Code of Conduct, make it your own, and commit to what it is saying. This review can be done at the annual reorganizational meeting or at any other meeting or work session of the board. If you have board norms, review your norms at this time as well, especially if you have new board members. These board norms will help your new board members learn how to get items added to the agenda, know who to call for questions, and what to do if the media calls them for information. Even if you do not have new board members, check in on your board norms to see how the governance team is following the norms, and if any need to be adjusted. January is also a great time to check in on your board goals. Have certain goals been accomplished? Does the timeline for a goal need to be adjusted? Keep your goals fluid and relevant; you did not create those goals to just have them sit on a shelf all year.

It is also a great time to reset, take a deep breath, and look ahead to the next year. There may have been issues in 2017 that caused a split among board members or you may have had to make some hard decisions as a board. Learn from that process and those outcomes and move ahead. You have another year to make decisions and work on behalf of all students in your division, so get it started on the right foot. Make that phone call that you have been meaning to make to another board member, meet for coffee with your city councilman or board of supervisor, set goals and priorities for yourself. A great exercise is to write down why you chose to serve on the school board. Whether you were appointed by a city council or elected by your community, why did you accept the position as a school board member? Is your focus on student achievement? If not, what are you focused on, and how can you refocus to keep all students at the forefront of your work on the board?

2018 is here and it is time to regroup with your governance team, reset your personal priorities, and do what is in the best interest of all children. Thank you for choosing to serve on your local school board, and have a great year.



UPCOMING EVENTS, WORKSHOPS & TRAINING

January 22-23, 2018

VSBA Capital Conference

LOCATION: Richmond Marriott, Richmond

DETAIL: Advocacy by local school board members is a year-round job and even more important during the General Assembly. We will kick-off the two-day conference with an overview of the governor's budget, commentary on the new political scene both in Virginia and nationally, and VSBA's legislative priorities. Then join us in the evening for a reception that will provide you with an opportunity to mix and mingle with your legislators and top administration officials. The events on day one will help prepare you for your legislative meetings after breakfast on day two.

Sponsored by:



January 23, 2018

VSBA Orientation for New Board Members & Superintendents

LOCATION: Richmond Marriott, Richmond

DETAIL: Becoming a new school board member or superintendent is an honor and a privilege. Enjoy a successful and less stressful transition by attending the VSBA Orientation for New Board Members & Superintendents. Many important topics will be covered, including ethics, school law, parliamentary procedure, budgets, board/superintendent roles, teamwork, and more. Don't miss this popular event, now with extended sessions, which is a "must" for all new board members and superintendents!

Sponsored by:



January 23, 2018

VSBA Orientation for New Chairmen & Vice-Chairmen

LOCATION: Richmond Marriott, Richmond

DETAIL: Have you recently been selected as your school board's new chairman or vice-chairman? If so, don't miss the VSBA Orientation for New Chairmen/Vice-Chairmen, which has been especially designed to help you become more comfortable with your new role and responsibilities. Experts in a variety of areas will address many important topics, such as the legal authority of the chairman, handling media inquiries, parliamentary procedure, optimizing the chair/superintendent relationship, and ethical considerations as a board chair. You will also have the opportunity to network with other new chairmen and vice-chairmen from across Virginia.

Sponsored by:



February 22, 2018

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.

2018 NSBA Annual Conference

It's time to register for the 2018 NSBA Annual Conference, set for April 7-9 in San Antonio. This event will feature valuable insights and learning experiences for education leaders. Keynote speakers include FOX NFL Sunday co-host and NFL legend Terry Bradshaw; ABC News' White House Correspondent Ann Compton; and former US Secretary of Housing and Urban Development and former Mayor of San Antonio Julian Castro. Registration housing and program information can be found at www.nsba.org/conference. VSBA will host the annual "Virginia Breakfast" at the Conference on April 7 thanks to a generous donation from VMDO Architects. [Click here](#) to register for the "Virginia Breakfast".



Current VSBA Superintendent Searches

- Madison County
- Manassas City
- Newport News City
- Wythe County
- Page County

For additional information on the VSBA Superintendent Search Services, please visit: http://www.vsba.org/services/superintendent_search_assistance/



"The status quo is the status quo because people who have the power to make changes are uncomfortable with the way things are. It takes energy to make changes, and the energy must come from the people and not result from the change."

2017-2018 VSBA Board of Directors

Not pictured: Tyrone Foster, Janet Turner-Giles

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VSBA

Virginia School Boards Association

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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.

www.vsba.org | 434-295-8722 | 800-446-8722