

**VSBA President  
Scott M. Albrecht  
Manassas City School Board**

## ISSUE HIGHLIGHTS

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## DATES TO REMEMBER

**June 26, 2018**  
Free Webinar: The Tricks of the Pharmacy Trade for Self-Funded Divisions

**July 16, 2018**  
VSBA New School Board Member, Superintendent, Chairman and Vice-Chairman Orientations– Richmond

**July 17, 2018**  
VSBA Conference on Education– Richmond

## PRESIDENT'S MESSAGE

Happy June everyone! I trust those of you who attended the School Law Conference June 1st left educated on the updates from 2018 General Assembly and Virginia Board of Education's Profile of a Graduate, as well as excited in our mutual ability to advocate for public education. It was a pleasure to see so many people in Richmond. In May I had the opportunity to attend the Virginia Association of School Superintendents (VASS) Annual Awards Luncheon; congratulations to Dr. Jared Cotton, Superintendent of Henry County Schools, who was named Virginia's Superintendent of the Year, as well as to all of the Regional Superintendents of the Year. Also congratulations to Dr. James Lane who Governor Northam appointed as Virginia's next State Superintendent of Public Instruction.

We also concluded our Regional meetings in May, and while I was unable to attend all due to local Board conflicts, I do appreciate the warm welcome, cooperation and positive attitude seen throughout the State. In every meeting I attended, I was delighted to see so many local Board Members who understood the need for us all to work together. VSBA cannot advocate for all of the children of the Commonwealth alone, and we need everyone to row together and advocate for our shared objective. Together we are strong!

As I traveled the state, I used the phrases "compromise" and "all children" a lot. They are not mutually exclusive. When we advocate and act (both as an Association and as local School Boards), we need to always remember the larger group – the "corporate body," all children, all staff, and so on. The implications of all actions (both positive and otherwise) need to be considered on both individual students, groups of similar individuals and the entire system.

Unfortunately most people believe that compromise means quitting. Most common definitions even say or imply that in compromise all parties "give something up". I want to reframe the context, and suggest that in compromise, all parties get something they value and want. So what does VSBA, and by definition, all of us as local Boards need and want that we can all advocate for? The

two biggest answers are proper funding and local control. We need to look for common ground with all of education (including post-secondary and private/ homeschooling) and the business community to advance public K-12 education in Virginia. Compromise is not a four-letter word.

National surveys suggest that the overwhelming majority of Americans want politicians to meet somewhere in the middle. I want to ask that all of us remember this poll data in our local and State-wide actions. If we focus on children and education, we will not be mired down in the political rhetoric. If we speak and act the way the majority of Americans desire, we will be viewed as the problem solvers and not the problem makers. The challenge at the local and State level will be in deciding what we are willing to let go of in return for some long term gains. As I said at the Regional meetings if we continue to be seen as obstructionists who want money, our place at the table will shift – and not for the better. If we come prepared with solutions, our position will strengthen. That transformation is how we all will become leaders who advocate for what is right for all children in the Commonwealth. This summer our Legislative Positions committee led by Beth Hardy will meet, and consider positions local boards have submitted, as well as review the current positions. Their recommendations will go before the Delegate Assembly in November.

Thank you again for the opportunity to serve. I look forward to seeing many of you July 16th and 17th for the New Member Orientation and Conference on Education in Richmond.



*Q&A during the VSBA School Law Conference on Friday, June 1.*



**Gina G. Patterson**  
VSBA Executive Director

## FROM THE EXECUTIVE DIRECTOR

School board service is very difficult work, so it is important that new board members have sufficient support. Each year, the VSBA holds two orientations for new school board members and superintendents, one in January after the November elections and one in July after the May elections/appointments. These orientations cover important topics such as school board ethics, school law, parliamentary procedure, budgets, board/superintendent roles, teamwork, and more.

In addition to the VSBA orientation, it is essential to orient new members to the workings of your particular division; this is to the benefit of the entire school board. Each local board must decide how to orient its new members. To get you started, below is a list of recommendations on what the board should review with its new school board members.

- A copy of the division’s vision, mission, goals, and strategic plan
- Access to a current copy of the division’s policies and regulations
- Access to prior board meeting minutes or recordings
- A copy of the School Board’s norms and protocols
- School board and division organizational chart
- Basic parliamentary procedures for conducting local board meetings
- Explanation of how agendas are developed
- The role of the school board chair/vice-chair
- The role of the school board clerk
- An explanation of how the chain of communication works in the division
- Procedure for responding to the media and citizens
- A copy of the division’s most current annual report
- A copy of the Virginia Standards of Quality and Accreditation
- Definition of FOIA
- A copy of the division’s budget and a time to meet with the finance department to explain Virginia school finance laws (VSBA will provide access to our finance manual to all new members)
- How much the division currently spends per student
- Current enrollment trends in the division
- An explanation of the Virginia SOLs and regulations
- Status of all the schools in the division, if they are accredited, and recent test results
- Division dropout rate and college-bound rate
- Teacher/pupil ratio and class size
- Information on the division’s special education programs
- Information on the division’s gifted programs
- The division’s technology plan
- Access to a school email address for school board business
- Job description and evaluation instrument for the superintendent
- An explanation of the division’s staff development program
- A list showing information on schools and other buildings
- A tour of the division’s facilities
- Information on any construction projects currently going on in the division
- Division boundaries and attendance zones
- A calendar of VSBA activities and other board development activities
- Policies and procedures overview by the school board attorney
- A mentor for new members (VSBA is happy to assist with providing a mentor)

Keep in mind that all information cannot be covered at one time, nor should it all be covered at once. Use this list as a starting point to identify the needs and priorities for orienting your school board’s new members. Remember, the VSBA is here to assist any way we can to help make the transition as smooth as possible.

Thank you for all that you do, and we hope to see you in July.



## What Does It Mean to be an Advocate for Education?

I recently had the opportunity to sit down with Sanford Williams, chairman of the Manassas City School Board and recipient of the 2017 VSBA Advocate for Education award, to see what advocacy means to him and what inspires him to serve on the school board. Mr. Williams discussed the importance of education in his life and why it is important to advocate on behalf of everyone who needs a voice.



### When did you first join the School Board?

I was elected to the Manassas City School Board in 2010.

### Why did you decide to run for School Board?

I saw a need in the community and decided to run for school board. My middle child had just graduated high school, so I had some additional time to devote to public service. My Dad was a public school teacher in New Jersey for almost 40 years, so I have always been around education and looked for an opportunity to continue to be around education and giving back to my community.

### What has been one of the most memorable experiences during your tenure on the School Board?

Graduation- it is the culmination of a lifelong dream. It is an honor to be able to see so many students and families come together in celebration of this great achievement. My daughter graduated last year, and I was able to be on stage with her to congratulate her on her accomplishments. That is a moment that stands out to me that I will always remember.

### What do you feel is the most important thing that school boards do?

School boards make sure that the students and staff have the resources that they need to create a productive and healthy learning environment for all students. Without the framework and guidance from the school board, nothing could get done. Whether it be providing resources for technology, books, supplies, or professional development, school boards lay the foundation for staff and students to be successful.

### What does the word advocacy mean to you?

Advocacy to me means speaking on behalf of a cause. In education, advocacy is so important because we must advocate for those without a voice, for those who lack resources, ability, and knowledge. This is why advocacy is so important.



### Why do you feel that advocacy is important for school board members?

I feel that education is a necessity in order to move ahead and progress in society. My Dad grew up in the projects and was the first person in my family to go to college. I was the second. I enrolled in college at the age of 15, and one of the reasons I was able to go to college and achieve was because my Mom and Dad realized the importance of education and instilled a love for education in me. And my wife and I have passed on our love of education to our children. Without the focus of the importance and drive for education, I would not be where I am today.

I believe everyone should have access to education and school boards need to advocate for those do not have a voice. We discuss equity, we talk about achievement for all students, but we need to be intentional about equity and achievement in order for all students to reach their full potential.



### What are some ways that school board members can get involved with advocacy at the local, state and national levels?

School Board members should advocate on behalf of students with all stakeholders in the community. Advocating to City Council and voters to increase funding is always something that needs to be done but boards should also advocate with business owners to get groups more involved in the schools. Having businesses get involved by providing internships to students, speaking in schools and sharing their stories, can help the community be more invested in the schools as a whole. It is important for students to have a support group and opportunities outside of the classroom in order for them to succeed.

### What did it mean to you to receive the 2017 Advocate for Education award?

Personally, it was very humbling. I am not into awards or recognition, but I was very thankful to be honored. I was more thankful though, that my school division was being recognized as a division who advocates for the students in our system and for the great work that we do each and every day for our students.

*Sanford Williams, chairman of the Manassas City School Board, is the recipient of the 2017 VSBA Advocate for Education Award. Williams earned a bachelor's degree in engineering from Cornell University, a master's degree in business from Cornell University's Johnson Graduate School of Management and a JD degree from the University of Virginia School of Law. He currently serves as the Director of the Federal Communications Commission's Office of Business Communications Opportunities.*

Applications are now open for the 2018 Advocate for Education Award. [Click here](#) for additional information.



## Congratulations 2018 VSBA Regional Student Art Contest Winners!

### BLUE RIDGE

First Place Elementary School Winner  
Christopher McGuire– Franklin County Public Schools

First Place Middle School Winner  
Savannah Minnick– Radford City Public Schools

First Place High School Winner  
Zoe Poush– Salem City Public Schools

### CENTRAL

First Place Elementary School Winner  
Cassandra Roman– Culpeper County Public Schools

First Place Middle School Winner  
Jade Jones– Nelson County Public Schools

First Place High School Winner  
Adrienne Badgett– Louisa County Public Schools

### EASTERN

First Place Elementary School Winner  
Kaitlyn Barney– Middlesex County Public Schools

First Place Middle School Winner  
Kiera Erickson– Gloucester County Public Schools

First Place High School Winner  
Mariela Orozco– Westmoreland County Public Schools

### NORTHEASTERN

First Place Elementary School Winner  
Alessandra Dixon– Spotsylvania County Public Schools

First Place Middle School Winner  
Daynija Davis– Spotsylvania County Public Schools

First Place High School Winner  
Sun Ahn– Fairfax City Public Schools

### SOUTHERN

First Place Elementary School Winner  
Ava Lewis– Mecklenburg County Public Schools

First Place Middle School Winner  
Dylan Newman– Mecklenburg County Public Schools

First Place High School Winner  
Zachery Key– Bedford County Public Schools

### SOUTHSIDE

First Place Elementary School Winner  
Sasha Payne– Dinwiddie County Public Schools

First Place Middle School Winner  
Hannah Berg– Hanover County Public Schools

First Place High School Winner  
Joann Kim– Henrico County Public Schools

### SOUTHWEST

First Place Elementary School Winner  
Lucas Belton– Carroll County Public Schools

First Place Middle School Winner  
Reagan McCoy– Wise County Public Schools

First Place High School Winner  
Karaline Wheatley– Caroline County Public Schools

### TIDEWATER

First Place Elementary School Winner  
Autumn Watson– Isle of Wight County Public Schools

First Place Middle School Winner  
Layla Todd– Virginia Beach City Public Schools

First Place High School Winner  
Tia Colon– Virginia Beach City Public Schools

### VALLEY

First Place Elementary School Winner  
Caroline Watts– Buena Vista City Public Schools

First Place Middle School Winner  
Sadie Alphin– Bath County Public Schools

First Place High School Winner  
Kyle Rodrigue– Shenandoah County Public Schools

## Ask the Legal Expert

- Q. Can a school board have a Discipline Committee composed of fewer than 3 school board members?**
- A. No. If a school board opts to delegate the responsibility for expulsion hearings to a committee of the board, the law requires that the committee must be comprised of at least three school board members. Va, Code § 22.1-277.06

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/)



## Division Spotlight: Mathews 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.

### A Vision for a Welding Program

Submitted by Mathews County Public Schools

Mathews County Public Schools has a legacy of exceptional Career and Technical Education Program offerings at Mathews High School. During the 2015-2016 school term, the division superintendent, Nancy B. Welch, had the opportunity to engage various industry leaders in discussions related to their workforce needs. After many exchanges, it became evident that a welding program would benefit both the student population and, ultimately, various industries in surrounding communities.



When initial cost projections for establishing a welding program at the school site proved to be cost prohibitive, existing partnerships provided a viable option. Typical local, state and federal career and technical education funding for smaller school division does not adequately cover start-up costs of a high school welding program. Mathews High School has maintained a strong partnership with Rappahannock Community College (RCC) providing Dual Enrollment courses. For many years, this collaboration has supported our students by providing an outstanding academic educational experience with tremendous financial gains for the students' parents/families as the courses are very cost effective.



After much planning and determination, Mathews County Public Schools and West Point Public Schools embarked on a new opportunity for our students in a partnership with RCC's Workforce and Community Development Center. This unique collaboration offers a day-time welding program to our students where they can pursue up to five credentials from the American Welding Society.

The eight students from Mathews High School enrolled in this pilot program travel daily with the Chesapeake Bay Governor's Schools students to Rappahannock Community College to utilize the state of the art welding facility which also incorporates virtual welding training equipment. This program offers not only welding skills but workplace readiness skills, field trips to industries, and other valuable college readiness skills. The courses meet the Virginia Department of Education's Career and Technical

Education (CTE) regulations and students will receive high school CTE completer status.

The students are benefitting from the Virginia Community College Workforce Credentialing Grant which offers reduced tuition to students who successfully complete the program and earn industry recognized certifications. The Mathews Community Foundation also assisted with grant funding to purchase the required personal protective safety equipment. Textbook donations were also accepted from various community members on behalf of the students.

As the 2017-2018 school term comes to a close, the partnership with RCC's Workforce and Community Development Center has proven to be an overwhelming success. The students earned multiple industry certifications in a high-demand field. **All students have made contact with multiple possible employers and will earn an outstanding wage/salary in an entry-level position.** This also provides an opportunity for our students, soon to be adults, to be able to live and work in the community in which they were raised. In some cases, the achievement of the welding certifications has altered the entry-level designation for students who have enlisted in the armed forces.



This new partnership with The Workforce and Community Development Center fully supports former Governor Terry McAuliffe's *Building a New Virginia Economy* initiative and policy that prioritizes stronger pathways for K-12 students in community colleges and higher education that will increase completion of high-demand degrees and credentials while making it affordable for our families. By leveraging the student needs with existing transportation, equipment and instructors and grant monies/tuition discounts, this new endeavor has provided our students with an opportunity they may not have had otherwise in a public K-12 setting.

Moving forward, the partnership with RCC's Workforce and Community Development Center will be expanded to include other school divisions in Region III (King and Queen, King William, West Point and Middlesex) to continue the successful welding program as well as provide advanced manufacturing courses and credentials from the National Institute of Metalworking Skills (NIMS).

*"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world."* -Joel A. Barker



**Elizabeth Ewing**  
VSBA Director, Legal &  
Policy Services

## Policies and Regulations: How They Work Together

Most school board members know that school boards adopt policies and that superintendents write regulations. Board members may not realize that that rather simple statement summarizes a great deal of information about the respective roles and responsibilities of school boards and superintendents. Although a policy and the regulation that implements it address the same general topic, it is important to recognize that the two documents have different sources and different purposes.

### Roles and Responsibilities of School Boards and Superintendents

Like school boards, policies take a big-picture approach. Policies state a school board's goals and establish the board's priorities. Setting goals and establishing priorities are the job of the school board and thus it makes sense for those goals and priorities to be reflected in policies adopted by school boards.

In contrast, regulations focus on details. They provide the details by which the school board's goals will be accomplished. Regulations provide the "how" that goes with the school board's identification of "what" will be done. Like superintendents, regulations implement the goals and priorities identified by the school board.

### Local Control

Many school board policies are dictated to a large extent by state and federal law. Those laws, of course, apply equally to every school division. It is in the implementation of policy, via regulation, however, that divisions can create systems and programs that set them apart from their neighbors. In other words, regulations provide an important way for local control to be exercised in each school division. That control is best exercised by the person with the most detailed knowledge of the day-to-day operations of the school division, the superintendent. The superintendent is in the best position to know what other processes and procedures are in place in the division and to make sure that a regulation works not only with the policy it implements but also with other policies and regulations in use in the division. And, because regulations do not require approval by the school board, they can be changed quickly to adjust to changes in circumstances or best practices.

### How to write a regulation

Drafting regulations is rarely done in a vacuum; the vast majority of regulations address practices that are already occurring in the school division. A good starting point for creating a regulation is to simply write down what is being done already. From that starting point, the superintendent can determine whether the regulation contains all necessary details. If the regulation describes a process or procedure, the superintendent can determine whether all the necessary steps are included. Writing down what is already happening and then reviewing that statement makes it easy to see whether the process is complete. It also provides a starting point for determining whether more details are needed. And, having the process written down makes it easy for parents, students, and the community in general to know what to expect to happen with regard to a given issue. It also gives staff a central location to find processes to follow on any given topic.

### Conclusion

Policies and regulations, like school boards and superintendents, work together to create a smooth educational operation to support student learning. School boards adopt policies that reflect big picture goals and priorities; superintendents create regulations which provide the details by which those goals and priorities are implemented. By recognizing that each type of document arises from and reflects the unique role of its creator, school boards and superintendents work together to enhance student learning in their divisions.



## Wellness and Beyond by Benefit Plan Administrators

### *The Problem: Employees are Disengaged in Their Health and Benefits*

#### **Approximately 50% of employees don't understand their health benefits.**

Do your school employees understand their health benefits? According to a recent survey by the International Foundation of Employee Benefit Plans, the answer is likely no. The study showed that nearly 50% of employees in the United States reported they didn't understand their health benefits or how to utilize them.

So how does this affect your school division? Lack of employee understanding of health benefits leads to less engaged employees, poor employee health and increased absenteeism. Absenteeism is already higher than average for the education sector according to an article by Grand Rounds. The article states the rate of absenteeism for teachers in the United States is 76% higher than the national average.

It's clear that absenteeism due to poor employee health, brought on by lack of health benefits knowledge has a negative effect on your school system. The question now is, how do you solve the problem?

### **The Solution: Health Education and Wellness Tools**

As a school leader, you empower employees to teach thousands of students each day. It's time to empower them to take control of their health, and Benefit Plan Administrators (BPA) can help.

#### **Wellness Tools that Work**

The first step to helping employees better understand benefits and taking an active role in their health is better employee engagement. The BPA BestLife Wellness Incentive Portal provides employees with an easy and fun program that encourages a healthier lifestyle. The program offers deductible credits for healthy behaviors encouraging employees to keep up with wellness activities and log them in the BPA portal. The interactive personal Health Management System provides education to employees about their unique health and benefits through the following:

- Health Risk Assessments
- Biometric Screenings
- Fitness Goals
- Annual Wellness Activities
- Dental Activities
- BPA Telemedicine Activities

These activities and focused, personal health education encourage employees to understand their health benefits and take an active role in bettering their health.

#### **Healthcare On Their Schedule**

Not only does BPA make healthcare benefits easy to understand, we also make them easy to use. BPA BestLife's Telemedicine Program is a convenient tool available to your employees 24/7. This tool allows employees to access a board-certified physician from the comfort of their own home, on their own schedule.

Telemedicine helps employees get the care they need for common, minor injuries and illnesses, and avoid unnecessary trips to the doctor and time off for appointments. Adding flexibility to seek medical attention with tools like Telemedicine decreases absenteeism. You realize almost immediate cost-savings by avoiding unnecessary expense and time-off for medical problems that can be handled over the phone. Plus, school employees have peace of mind knowing the answers to their health questions are one call away.

What's the secret to healthier, more engaged employees? Great programs, flexible benefit options and a partnership with a benefits administrator that empowers employees to live their BestLife.

To learn more about how wellness tools and Telemedicine can help engage employees towards a healthier life and decrease absenteeism, talk to the self-funding experts at BPA.

James Blevins | [jblevins@bpatpa.com](mailto:jblevins@bpatpa.com) | 434.258.7200 | [www.bpatpa.com](http://www.bpatpa.com)



### **Get Your Doctor On the Go, with BPA Telemedicine**

Your school employees are always on the go, even during summer break! BPA BestLife's Telemedicine Program is a convenient tool available to your employees 24/7. Telemedicine allows employees to access a board-certified physician from the comfort of their own home or their summer getaway, on their own schedule.

**Learn more at [www.bpatpa.com](http://www.bpatpa.com)**



## Thank You to the 2018 VSBA Business Affiliates

The Virginia School Boards Association appreciates the support for public education shown by its business affiliate members.

[Air Mechanical Sales, Inc.](#)

[Ameresco](#)

[Assura, Inc.](#)

[BCWH Architects](#)

[Benefit Plan Administrators, Inc.](#)

[BetterLesson](#)

[Branch & Associates, Inc.](#)

[Cambridge Strategic Services](#)

[Crabtree, Rohrbaugh & Associates](#)

[Education Solutions Services](#)

[Gay and Neel, Inc.](#)

[Grimm + Parker Architects](#)

[HBA Architecture & Interior Design, Inc.](#)

[Honeywell, International](#)

[Hord Coplan Macht, Inc.](#)

[Howard Shockey & Sons, Inc.](#)

[Hughes Group Architects](#)

[J.A Street & Associates](#)

[JMT](#)

[Johnson Controls, Inc.](#)

[M.B. Kahn Construction Co., Inc.](#)

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[Metz Culinary Management](#)

[Moseley Architects](#)

[Mountain Valley Transportation, Inc.](#)

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# School Board Recognition Programs

## VSBA Board of Distinction

Each year, the VSBA identifies school boards that will be designated as a VSBA Board of Distinction. Boards must apply for the designation and must meet specific requirements in four key areas: planning, policy, promotion, and board development. If eligible, the board will receive a plaque to hang on the wall of their boardroom designating the board as a VSBA Board of Distinction.

For more information, [CLICK HERE](#).

## VSBA School Board of the Year

Each year, one outstanding local school board is named the VSBA School Board of the Year to recognize its efforts. Nominated school boards must be members of VSBA at the time of nomination and selection.

For more information, [CLICK HERE](#).

## VSBA Regional School Board Member of the Year

Each year, the VSBA recognizes one outstanding school board member from each of the nine VSBA regions who exemplifies local involvement in promoting student achievement.

For more information, [CLICK HERE](#).

**The deadline to submit for an award is Friday, July 20th. Submit your nominations today!**

## CALL FOR MODERATORS

There are openings for breakout session moderators at the 2018 VSBA Annual Convention, November 14-16 at the Williamsburg Lodge.

Moderators introduce workshop presenters and serve as liaisons between the audience and speakers. Board members serving as moderators will earn VSBA Academy points. For more information or to volunteer, contact Jessica Blythe at (800) 446-8722 or [Jessica@vsba.org](mailto:Jessica@vsba.org).

### Current VSBA Superintendent Searches

[Buckingham County](#)  
[Caroline 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/)



## Looking for a new superintendent? Look no further.

Finding and hiring the right superintendent for your division will be one of the most important decisions you make as a board. The long-term impact and importance of this process and decision cannot be underestimated.

For more than 40 years, the VSBA search process has proven successful in Virginia. VSBA is affiliated with the National Affiliation of Superintendent Searchers (NASS) providing access to executive search staff all over the country.

For information on VSBA's superintendent search service, call Gina Patterson at 1-800-446-8722



## Carve out your Rx Coverage to Save Money

By Gerry Blaum, President, Innovation Programs, LLC



Most schools provide prescription drug benefits as an integrated, or carved-in part of their health benefits package. When the school is self-funded they have the option of carving-out the Rx benefit away from the health plan insurance company. Why should they do that? The answer is that when the Pharmacy Benefit Management (PBM) benefits are carved-in, the insurance company contracts with the PBM (Express Scripts, CVS/Caremark, Optum, etc.) and considers the contract proprietary and confidential. Therefore, the school district really has no way of knowing how good a pricing deal they are getting from the health plan insurance company.

PBM contracts are very complicated. They are long and the subject matter and terms defy easy understanding. This serves the PBM much more than the insurance company or employer. Because of this complexity it is easy for the PBM to insert language that is intended to maximize its profits at the client's expense. In industry parlance this is referred to as using "Optics." By being carved-out and working with experts who are trained to be able to read the contract and evaluate everything in it a self-funded employer has the best chance of obtaining the fairest possible contractual terms and financial outcome. Listed below are examples of some of the "Optics" that have been in use for some time.

- Much of the financial value that a PBM contract offers is in the form of discounts as applied to the Average Wholesale Price or AWP. The question is who determines the AWP? There are various ways that it can be determined and each will deliver a different result in regard to the actual net cost of the drug to the school. Without the ability to know how AWP is being determined the school may very well be paying much more for certain drugs than they need to.
- All PBM contracts define the drug categories for which discounts are to be made available. Many PBM contracts use a definition of generic drugs that allows the PBM to exclude many truly generic drugs from the generic drug discounting formula because, while they are generics for FDA purposes, they don't qualify under the terms of the contract.
- PBM contracts offer many different discount guarantees for various types of drugs. If the PBM fails to generate those guaranteed discounts the client might expect that they will be paid the shortfall in order to meet the guarantee, but if the contract permits the PBM to use over-performance in financial guarantees in other places in the contract to offset such deficits then the client will rarely, if ever, see an "effective rate" of discount that equals the proposed amount.

These are just a few of the "optics" employed by PBM's to maximize their profits at the expense of the client. Until the school carves out and has its own contract, they are totally incapable of truly evaluating the terms of the contract that generates their costs. The NSBA School Rx Cooperative has its own PBM contract that was written and is maintained to eliminate these abuses and all others to assure the schools that their costs for prescription drug benefits are the lowest possible because the contract is the best possible.

To learn more Please contact NSBA School Rx Senior Account Executive, Gerry Blaum to get started. Call him at 484-818-1006 or email at [gblaum@nsba.org](mailto:gblaum@nsba.org).

We are here to serve you!

## Save with New Food Products & Distribution Contract

U.S. Communities has launched a new food product and distribution contract with Premier, Inc. enabling public agencies to continue to realize immediate savings on food service expenditures. Premier provides greater control and predictability of costs through their aggressive national distribution program with partner US Foods.

This contract award from lead agency, North Carolina State University, is for five years and five months with the option to extend the contract for two additional two year periods. Leverage your purchasing power and save time with this cooperative contract. Let Premier's expert contracting team negotiate the discounts. With over \$5 billion in annual food purchases, Premier has one of the largest food supply contract portfolios providing discounts on over 100,000 products from 350 categories.



**U.S. COMMUNITIES™**  
GOVERNMENT PURCHASING ALLIANCE



# 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.



**Therapeutic Interventions**  
School-Based Day Treatment Services.

Sara Sery  
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Website: www.therapeuticinterventions.com



**SSC Services for Education**  
SSC partners work exclusively with educational institutions to further the success and well-being of students, staff, and faculty by delivering quality facilities programs, including custodial, grounds, and maintenance.

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Peter Winebrenner  
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Website: http://www.hcm2.com

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

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## Delegates and Alternates– VSBA Delegate Assembly

Now is the time for your board to select the delegate and alternate to the VSBA Delegate Assembly and Regional Meeting at the 2018 VSBA Annual Convention.

School Board Chairmen and Clerks received the official selection letter on June 4, 2018, via email. If you have any questions or need a copy of this letter, please contact Dorothy Vidano at VSBA  
Dorothy@vsba.org or 434-295-8722.



## UPCOMING EVENTS, WORKSHOPS & TRAINING

### July 16, 2018

#### [VSBA Orientation for New School Board Members & Superintendents](#)

LOCATION: Richmond Marriott

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 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!

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### July 16, 2018

#### [VSBA Orientation for New Chairmen & Vice-Chairmen](#)

LOCATION: Richmond Marriott

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.

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### July 17, 2018

#### [VSBA Conference on Education](#)

LOCATION: Richmond Marriott

DETAIL: Join hundreds of school division leaders from across Virginia at the 33rd annual VSBA Conference on Education. Attendees will have the opportunity to choose from a variety of mini-workshops which highlight successful practices in Virginia's school divisions. Participants will leave with many great insights and practical ideas. After the roundtable presentations, attendees will break into regional meetings to discuss pertinent issues coming up for their particular regions.

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### July 26, 2018

#### [Webinar: Being a Brand Ambassador](#)

LOCATION: Online

DETAIL: When you're trying to get your school division's message and brand out to the public you probably already know the basics like social media, email marketing and electronic newsletters but there's a huge resource that many leave untapped: engaging your stakeholders as a brand ambassador! One of the best ways to get the word out about your school division is by getting in touch with your target audience and leveraging them to embrace your brand. In other words, by building a brand ambassador program. This webinar will give a high-level overview of the importance of having an ambassador program and some tips on how to get started immediately. Please join Kenita Bowers, Director of Communications & Media Relations at Richmond City Public Schools, on July 26 to learn how to get your school division's message and brand out to the public.

### September 20, 2018

#### [Legislative Advocacy Conference](#)

LOCATION: DoubleTree by Hilton Charlottesville

DETAIL: This conference will focus on school safety, equity, and legislative and advocacy topics to better prepare you for the 2019 General Assembly session. You will hear directly from legislators, school leaders and the department of education on equity in rural schools. The conference will also include a presentation of the 2018 VSBA Legislative Award of Excellence. 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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## CALL FOR PRESENTATION PROPOSALS

VSBA is accepting proposals to present at the VSBA Annual Convention November 14-16, 2018 at the Williamsburg Lodge. To submit a proposal, please click here: <https://www.surveymonkey.com/r/2018VSBAConventionProposal>

**The deadline to submit a proposal is July 13, 2018.**

We look forward to reviewing the great programs taking place in your school divisions!



## 2017-2018 VSBA Board of Directors



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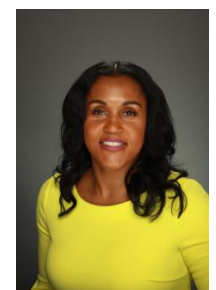
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### MISSION STATEMENT

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.