



VSBA President
Scott M. Albrecht
Manassas City School Board

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

August 22, 2018
Free Webinar: The Captive Alternative Health Plan

September 20, 2018
VSBA Legislative Advocacy Conference— Charlottesville

September 25, 2018
Superintendents Evaluation Workshop— Charlottesville

October 22, 2018
Title IX Workshop— Charlottesville

PRESIDENT'S MESSAGE

It's hard to believe as I write this that in many parts of the Commonwealth, summer is ending and back to school preparations are underway. The ability of about 77 public schools in Virginia to have a waiver demonstrates why one of our fundamental legislative tenants is so important; local control and local autonomy of our schools. VSBA believes that each of you knows what is best for your individual communities in all forms of school governance.

Our July Conference on Education in Richmond also highlighted both this, and another point many of you have heard me say; take a great idea in education, adapt it to your local environment, and share the best practice again. In addition to mini sessions on best practices, we heard from the Virginia Teacher of the Year, Michelle Cottrell-Williams (Arlington County Public Schools), our Virginia Superintendent of Public Instruction Dr. James Lane and Hamish Brewer, 2017 National Distinguished Principal for Virginia (Prince William County Public Schools). I hope everyone found the sessions valuable and took away something to share with your local division.

The Annual VSBA Food for Thought awards were also presented, along with the first ever Excellence in Workforce Readiness Awards. I'd like to again congratulate the 2018 winners in both groups. Photos of the winners can be found on page 7 & 8 of this publication.

As we ready for the start of the 2018-2019 academic year, and the start of the General Assembly, I want to close with a thought from Benjamin Franklin that I echoed early on; "We must, indeed, all hang together or, most assuredly, we shall all hang separately." We may not all agree on a specific topic (like when school should start), but I believe we all agree that we should do what is right for children. As a result, our collective voice in public education is strong because VSBA provides the leadership and support for each of us to advocate effectively. The challenges we face are shared by many, and I know that by focusing on the children, we can all collectively work to educate children that will help propel the Commonwealth and our nation strongly through the 21st century.



Virginia Superintendent of Public Instruction Dr. James Lane, 2018 Virginia Teacher of the Year Michelle Cottrell-Williams, and VSBA President Scott Albrecht.



Principal Hamish Brewer speaks to attendees at the VSBA Conference on Education.



Gina G. Patterson
VSBA Executive Director

“Excellence in the classroom begins with excellence in the board room.”

FROM THE EXECUTIVE DIRECTOR

Why Should a Board Conduct a Board Self-Evaluation?

When conducting board governance training, no matter what the topic, we always start by saying the following “Excellence in the classroom begins with excellence in the board room.” As you know, the board sets the tone for the entire division. Boards evaluate the division and the work and programs being offered in the division because they are committed to accountability for the system. However, some boards don’t take the time to hold themselves accountable by performing an annual board self-evaluation. They forget to take a pulse check at their level of contribution to the effectiveness of the school system they lead. Just like it is important to evaluate teaching performance, it is just as important to evaluate the effectiveness of the board’s governance performance on an annual basis. Self-evaluations help provide valuable information and insight for the board’s own internal use as it seeks to refine its performance. The board’s contribution to the overall division cannot be assumed; it must be assessed against the board’s own pre-determined values and adjusted as needed with the current division goals.

The National School Board Association’s Center for Public Education, when examining the practices of school board members in both low and high performing divisions, found that school boards in high performing divisions are more likely to also take part in professional development.

The value of a board performing an annual self-evaluation, assures that the board is operating at maximum efficiency and effectiveness, and that the work the board is performing is adding to the advancement of student achievement. It is hypocritical for the board to insist upon regular evaluations of employees and programs without also evaluating its own performance. School boards should not disregard this important obligation if they truly wish their student achievement to move to a higher level.

Reasons for Annual Board Self-Evaluation

- To assure that the board is accountable for its own performance.
- To allow each member of the board to assess his/her individual performance as a member of a team.
- To improve communication among members of the board and between the board and the superintendent.
- To assure a thorough understanding of the school board’s goals and commitments.
- To assure that decision-making processes are effective and meet the expectations of members of the board.
- To assure that new members joining the board understand norms and protocols and board expectations.
- To assess the individual strengths and weaknesses of members of the board.
- To assure continued improvement and capable leadership by the board.

For additional information on the VSBA school board self-evaluation contact Samantha Bosserman at Samantha@vsba.org.

Thanks for all that you do.



PATILLO RECEIVES LIFETIME ACHIEVEMENT AWARD

Cardell Patillo, Portsmouth City School Board Member and VSBA Tidewater Regional Chair has been awarded the Benjamin Elijah Mays Lifetime Achievement Award. This award is given annually to an individual who, for the span of his/her lifetime, has demonstrated a long-standing commitment to representing the educational needs of urban schoolchildren through his/her service.

Presented annually by the NSBA Council of Urban Boards of Education (CUBE), this award is open to any current or former school board member in a district in good standing with its state school boards association and CUBE. Cardell will officially receive the award at the CUBE Annual Conference in September in Las Vegas.



Report: Average Superintendent Tenures in Large Divisions About 6 Years

A new report from The Broad Center that examined data from the nation's 100 largest school divisions over 15 years found that the average superintendent's tenure is actually about six years, as opposed to three, as commonly stated. Additionally, the data reinforces that women are underrepresented in the superintendency, and their tenures average around 15 months shorter than those of men. Researchers also found that tenures were around 19 months shorter than the average in divisions with more than 100,000 students, 3.5 years shorter in divisions with the highest percentages of low-income students and less than half as long in divisions with the highest percentages of students of color. The full report can be found here: https://www.broadcenter.org/wp-content/uploads/2018/05/TheBroadCenter_HireExpectations_May2018.pdf

2018 VSBA High School Student Video Contest

The Virginia School Boards Association is asking Virginia high school students to express their thoughts and ideas around the theme "Why Teachers Are Important" through our sixth annual student video contest. Students are invited to submit a 30 second video that conveys the contest theme. The top 3 videos, along with those identified by the judges as honorable mentions, will be posted on VSBA's YouTube site, and winners will be announced at the VSBA Annual Convention opening general session in November.



Please note, only one submission per school division will be accepted this year.

[Click here for entry form](#)
[Click here for release form](#)



Back to School, Back to the Doctor

School is back in session, signaling the time for annual check-ups! Encourage your school employees to visit their primary care physician for a healthy start to the year. Employees can learn more about their benefits and what medical services are covered by reviewing their health plan.

Learn more at www.bpatpa.com



Elizabeth Ewing
VSBA Director, Legal &
Policy Services

Does your policy manual reflect your board’s vision? Now is a good time to review

All things change; policy is no exception. Although policy review and revision might sometimes feel mundane, it is actually a valuable opportunity to inject the board’s leadership, priorities, resources, needs, and mandates in the division’s governing structure. The review process also includes review of policy implementation, even though superintendents and other school administrators are at the forefront of developing and implementing the procedures. Your superintendent, administrators, and other staff should provide the board with periodic reports on the implementation and outcomes of policy and procedures so that the board can monitor whether implementation reflects the board’s vision. You probably expect that your active leadership will be needed when addressing complex or controversial topics, but it is also needed to assess whether there have been, or might be, unintended consequences of policy or procedure. Sometimes, the devil is in the details.

A timely example of the importance of the board’s active review and leadership role is a review of Policy JO Student Records, which was recently revised by VSBA based on HB1. That bill amended Va. Code § 22.1-287.1 to require that parents or eligible students provide written consent before the release of the student’s address, telephone number, or email address as directory information. Policy JO is based largely on the Family Educational Rights and Privacy Act (FERPA). FERPA permits, but does not require, school boards to designate some types of information from student records as “directory information”. Directory information can include students’ names, dates of attendance, participation in activities and sports, and awards received, among other information. Many divisions decided what information, if any, to designate as directory information years ago and may not have reconsidered that decision as technology has changed,

Although parents have the opportunity to opt their student out of the release of directory information at the beginning of the year, directory information is otherwise readily available without the need of prior parental permission. The information designated by the school board is open for use in publications such as the honor roll, graduation programs, the yearbook, team and club lists, and sports programs. Directory information is also readily available for use by the media, including articles on school sports and articles regarding student projects, public service, and awards.

A key part of the concept behind directory information is that it is considered useful to the community, commonplace, and innocuous, comparable to the information in telephone books available in every telephone booth of yesteryear. But, like the prevalence of telephone books and booths, things change, including the analysis of what we assume is harmless.

Directory information is available to the public regardless of whether the news is favorable or the reporting is accurate. Moreover, “available to the public” also means available to persons whose interests in the information may not coincide with the interests of the division or its students and parents.

Your role as school board members, with the advice of your superintendent, is to weigh the potential benefit of designating a particular type of information as directory information against the potential detriment of such a designation. Potential detriments include both the possibility of use and misuse of the information as well as the practical implications of obtaining consent for the release of a student’s address, email address and telephone number, if that information is designated as directory information, as required by HB 1.

Virginia’s school boards have discretion in many areas, including the designation of directory information. Use that discretion to ensure that your division is on the course chosen by your board. Embrace policy review as the time to use today’s challenges as an opportunity to customize and adopt policies to reflect the board’s vision for public education in your community.

This article is adapted from one written by Abigail Westbrook, Director of Policy and Legal Services at the Washington State School Directors’ Association. It is used with permission.



VSBA Conference on Education Brings Together Educational Leaders From Across Virginia

Over 300 Virginia school board members, educators, governing officials, attorneys, and legislators attended the 33rd annual VSBA Conference on Education in Richmond, VA. Participants had the opportunity to attend their choice of more than 30 mini-workshops on topics such as curriculum and instruction, workforce readiness, finance, partnerships, school/community relations, personnel, school law, discipline, and special programs. The presenters included educators from state and local levels and business representatives.

The day began with greetings by the new Virginia Superintendent of Public Instruction, Dr. James Lane, the 2018 Virginia Teacher of the Year Michelle Cottrell-Williams from Arlington County Public Schools, and a presentation by Aaron Dykstra, the Executive Director of The Making Foundation.

After five rotations of roundtable sessions, board members attended VSBA regional meetings to discuss the nomination process for regional officers, discuss advocacy issues, and discuss any items of regional interest. *(If you missed this meeting and have any questions about this process, please contact your regional chairman, as listed on the final page of this publication.)*

At the start of the luncheon, the 2018 Food for Thought Competition and the inaugural VSBA Excellence in Workforce Readiness Awards were announced. The luncheon session featured Prince William County Schools' Principal Hamish Brewer, who discussed the importance of meeting students where they are when it comes to their lives and education.

Thank you to those who joined VSBA for this great day of spotlighting the great initiatives happening in education across the Commonwealth.





Division Spotlight: Smyth 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.

Attend Today, Achieve Tomorrow– STRIVE FOR 5

Submitted by Smyth County Public Schools

Chronic Absenteeism can be a difficult issue to address. With the newly adopted Standards of Accreditation, Chronic Absenteeism is quickly being brought to the forefront. Smyth County Schools implemented a program titled “Attend Today, Achieve Tomorrow – STRIVE FOR 5.” A student is considered chronically absent when he or she misses 10% of the school year or 18 days for any reason. This includes excused, unexcused and suspended days. Chronic absenteeism can help identify students who are at a much greater risk of dropping out of school. Our program was developed to (a) bring awareness of chronic absenteeism and the possible impact on a child’s education, (b) reduce the number of students who are considered chronically absent and (c) to form a coalition within our community composed of schools, parents, our Board of Supervisors, Town Councils, industry leaders, local businesses and community members.



Prior to implementing our Strive for Five Campaign, we examined SOL data to determine if there was a correlation between students who were chronically absent and a lower pass rate on the Standards of Learning tests. When dividing students into two categories, those who were chronically absent and those who were not, the overall pass rate was 20% higher for the student group that was not chronically absent. The statistical data was overwhelming and supported our need to implement the program.



The implementation plan was developed using a tiered approach. Each school will have a school-based committee to develop a plan that will address all aspects of the initiative including ensuring a wide understanding of chronic absences and the Smyth Strive for 5 initiative. At the district level, the committee will develop the county-wide media campaign, monitor and distribute data, partner with community agencies, and assist with early intervention and provide support for schools.

Schools will be divided into area feeder patterns to promote Strive for 5 in each of the three communities in our county by utilizing a feeder pattern committee. This committee will ensure a wide understanding by partnering with community stakeholders. Each feeder pattern administrator attended the local town council meeting for their area and requested each local governing body to sign a resolution supporting the initiative. Each council was enthusiastically in support. Additionally, each town placed a banner, supplied by Smyth County Schools, in a highly visible location to help bring awareness to our goal.

Additional items of support for our program include; pledge banners in each school that the students sign, wristbands for each student stating “Strive for 5,” buttons for each staff member, t-shirts with the logo for each staff member to wear on the first day of school and for special events throughout the year, and various flyers to go home with students periodically highlighting and reminding parents of the initiative.

Results from the 2017-2018 school year illustrate gains in our efforts. Smyth County Schools had a 21% improvement in students who were identified as chronically absent. With the support of our stakeholders, our goal is to continue to further reduce the number of absences from school and set students on a path toward academic success.

We would like to thank United Way of Southwest Virginia for their financial partnership in our Strive for 5 program. The United Way of Southwest Virginia has also developed toolkits for school divisions in Southwest Virginia to implement the program to help address chronic absenteeism.





2018 VSBA Food For Thought Competition Winners Recognized



Six school divisions received top honors in the 2018 Virginia School Boards Association Food for Thought Competition. Winning divisions were recognized by VSBA President Scott Albrecht at the VSBA Conference on Education. The competition was created in 2012 to educate, engage, and empower school leaders to address childhood hunger and provide all students in Virginia with healthier, more nutritious school meals. This year's awards were sponsored by ABM Building & Energy Solutions.

Healthy School Meals

- Caroline County Public Schools (Below 10,000 Student Population)
- Roanoke City Public Schools (Above 10,001 Student Population)

Meal Access to Fight Hunger

- Harrisonburg City Public Schools (Below 10,000 Student Population)
- Prince William County Public Schools (Above 10,001 Student Population)

Wellness and Physical Activity

- Cumberland County Public Schools (Below 10,000 Student Population)
- Richmond City Public Schools (Above 10,001 Student Population)



CAROLINE COUNTY PUBLIC SCHOOLS



ROANOKE CITY PUBLIC SCHOOLS



HARRISONBURG CITY PUBLIC SCHOOLS



PRINCE WILLIAM COUNTY PUBLIC SCHOOLS



CUMBERLAND COUNTY PUBLIC SCHOOLS



RICHMOND CITY PUBLIC SCHOOLS

CONGRATS!



2018 VSBA Excellence in Workforce Readiness Awards Announced

Nine school divisions received honors in the first annual Virginia School Boards Association (VSBA) Excellence in Workforce Readiness Awards. Winning divisions were recognized at the VSBA Conference on Education. The awards program was created by the VSBA Task Force on Workforce Readiness to highlight exemplary programs in Virginia’s Public Schools focused on preparing the state’s future workforce. The awards were presented by Dr. Megan Healy, Chief Workforce Development Advisor to Governor Northam. The sponsor of the awards was Johnson Controls.

Student Population Below 5,000 Students

- First Place- Carroll County Public Schools, High School STEM Lab
- Second Place- Louisa County Public Schools, Registered Apprenticeship Program
- Third Place- Dinwiddie County Public Schools, Youth Workforce Development Initiative

Student Population Between 5,001 – 10,000 Students

- First Place- Montgomery County Public Schools, Work Based Learning Program
- Second Place- Pittsylvania County Public Schools, Precision Machining Technology Program
- Third Place- Augusta County Public Schools, Manufacturing Program at Stuarts Draft High School

Student Population Above 10,001 Students

- First Place- Hampton City Public Schools, Academies of Hampton
- Second Place- Virginia Beach City Public Schools, High School Career Pathway Internships for Workforce Readiness
- Third Place- Fairfax County Public Schools, Secondary Transition to Employment Program



CARROLL COUNTY PUBLIC SCHOOLS



MONTGOMERY COUNTY PUBLIC SCHOOLS



HAMPTON CITY PUBLIC SCHOOLS



VSBA ANNUAL CONVENTION 2018

November 14-16, 2018, Williamsburg Lodge

General Session Speakers



Coach Carter

When famed high school basketball coach Ken Carter literally locked his undefeated, state play-off bound team out of the gym and forced them to hit the books and stop counting on athletic potential as the only ticket out of a tough, inner city life, he sent a powerful message. At the podium, Coach Carter scores with hard-hitting advice about accountability, integrity, teamwork and leadership to succeed both on and off the basketball court.



Sue Meyer

Sue Meyer is part of Apple's Education team, working with school leaders to leverage technology to transform learning. Prior to Apple, Sue served for 26 years as a teacher and district administrator in Minnesota. She holds an MS in Information Media.



Dr. John Draper

John Draper has enjoyed a wide variety of experiences in his lifetime. For the last 30+ years he has been middle and high school teacher, assistant principal, middle and high school principal, Executive Director of the Council for Leaders in Alabama Schools, CEO of the Educational Research Service, and now serves as a National Consultant with the National School Public Relations Association.

Early Bird Session

Wednesday, November 15 • 9:30 am – Noon

A Seamless Transition from K-12 to High-Skill, High-Wage Employment

Dr. Jeffery Smith, Superintendent, Hampton City Public Schools

My Future, My Journey: College, Career and Life-Ready!

Join this session to explore the roadmap of a school division and business community working in partnership to transform the traditional high school experience to prepare young people to graduate college, career, and life-ready. Driven by the current and projected economic workforce data, Hampton City Schools has partnered with industry leaders to create a seamless transition from school to high-skill, high-wage employment. As a result of this meaningful collaboration, students will embody the Profile of a Virginia Graduate. Each participant will leave this session with the processes, structures, and lessons to transform teaching and learning, the secondary school experience, and business/civic engagement. This session will include a variety of voices that will highlight various perspectives of individuals who have come together in order to prepare young people for success.

Additional registration is required.



VSBA ANNUAL CONVENTION 2018

November 14-16, 2018, Williamsburg Lodge

WILLIAMSBURG, VA
November 15, 2018 7:00 AM

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Don't Miss Out!

- Early Bird Session
- Foundations Workshop
- Receptions
- 3 General Sessions
- 40+ Breakout Sessions
- Delegate Assembly
- 70+ Exhibitors
- Daily Session Tracks
- Exhibitors Scholarship
- Student Board Member Workshop
- Green Schools Challenge
- 15th Annual 5K Run/Walk
- Regional Meetings
- School Architecture Exhibition
- High School Video Contest
- Networking Opportunities

Annual Convention information is available online.

[CLICK HERE!](#)

****NEW** An Evening of Comedy & Jazz**

After dinner on Wednesday, November 14 stop by the Colony Room to enjoy a relaxing evening of comedy and jazz. Entertainment will feature comedian [Cyrus Steele](#) and jazz musician [Rick Elliott](#).

Event sponsored by RRMM and Successful Innovations.



Thank you to the VSBA Annual Convention Event-Level Sponsors

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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.



Metz Culinary Management

Metz Culinary Management and Environmental Services is a leading provider of dining and support services in the United States.

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Thompson & Litton offers an array of engineering, architectural, surveying, planning and construction services. We focus on the future and provide our clients with creative solutions with an emphasis on the world around us.

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Website: <http://www.t-l.com/>

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

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UPCOMING EVENTS, WORKSHOPS & TRAINING

August 22, 2018

[FREE WEBINAR: The Captive Alternative Health Plan- Public Schools Join Forces to Stabilize Costs](#)

LOCATION: Online

DETAIL: For many school divisions, providing health insurance to their employees is the second highest cost behind payroll. It is also the fastest rising cost and the one they feel they have the least control over. A group Captive is designed to address the biggest concerns of divisions when considering self-funding—volatility and risk.

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.

Sponsored by:



September 25, 2018

[VSBA Superintendent Evaluation Workshop](#)

LOCATION: VSBA Offices, Charlottesville

DETAIL: What are the requirements? What is the difference between standards and indicators, and how will they be measured? Who establishes the cut scores for performance ratings? 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. Consultation and support will be provided throughout the session as participants work on their revisions, and Dr. Crawley will be available until 3:00 for individual consultation.

October 22, 2018

[Title IX: Best Practices in Training & Compliance](#)

LOCATION: VSBA Offices, Charlottesville

DETAIL: Participants will learn the basics of Title IX, best practices regarding Title IX policies, and recent case law relating to sexual harassment of students, gender discrimination, and employee training requirements. In addition, participants will walk away equipped with tools to help administrators spot, prevent, and investigate claims of unlawful discrimination, harassment, and retaliation.

November 14-16, 2018

[VSBA Annual Convention](#)

LOCATION: The 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.

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/

Board Docs

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VISION STATEMENT

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