

VSBA President
Scott M. Albrecht
(Manassas City School Board)

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DATES TO REMEMBER

October 9, 2018
Free Webinar: Best Practices in Bullying Prevention

October 22, 2018
Title IX Workshop—Charlottesville

October 25, 2018
Free Webinar: What School Board Members Need to Know About School Bus Safety

October 20, 2018
Webinar: Student Dress Codes and the First Amendment

PRESIDENT'S MESSAGE

Happy New School Year! It is indeed exciting to usher in the new 2018-2019 school year, and I know many of your boards are busy dealing with early year school issues; new bus stops, routes, and drivers, and filling out staffs. The work all of you do toward good governance is essential to the smooth operation of your divisions each day.

Since we last spoke, Teresa Ellison, VSBA Valley Region Chair, and I attended meetings of the Senate Local Government School Facility Modernization Subcommittee in Montgomery County and Arlington. Some members of the legislature are beginning to accept our premise that schools, and specifically infrastructure, have been underfunded by the state for the past 20 years. There are many competing priorities for state funding, and we are hopeful that all legislators will recognize the need to invest in the children of the Commonwealth. Advocating for the children of Virginia is a key VSBA tenet, and something that each of us can do at the local level. Together we are strong, and we need to collectively focus the discussion on all of our needs when we speak with legislators.

Our VSBA Executive Director Gina Patterson, President-Elect Tyrone Foster and I also attended the NSBA Summer Leadership Conference in Chicago. The conference assembles leaders from each state association with the purpose of strategic planning, leadership development, and providing opportunities for sharing regional best practices and networking. We're glad to report that our VSBA Past President Bob Hundley was elected to the Board of the National School Boards Action Center's (NSBAC). Additionally, Bill Kidd, former VSBA President, was honored for his service to the Virginia Partnership for Out of School Time (VPOST). Later this month James Meyer, Gina Patterson, several other members

of the Board of Directors and I will be attending the 2018 Virginia Workforce Conference sponsored by the Virginia Chamber of Commerce. Graduating career ready students with a passion for lifelong learning should be a goal we all seek to achieve.

Our 2018 VSBA Annual Convention in Williamsburg is coming up soon. The [VSBA website](#) includes a brochure for the Convention that will help you plan your time accordingly. VSBA offers outstanding pre-conference training for members of the Delegate Assembly, our legislative body within VSBA. If you are a board delegate to the Assembly, please take advantage of the pre-conference training VSBA offers via a webinar that will occur on October 26. This training will familiarize you with the agenda, procedures and protocols used during the Delegate Assembly and will reinforce certain parliamentary procedures you may encounter that are not as typical within our regular board meetings throughout the year.

As always, it is an honor to serve as your president, and I look forward to being with you at upcoming VSBA events.



VSBA President Scott Albrecht speaks on school safety in a listening session hosted by Deputy Secretary of Education, General Mitchell Zais, at the NSBA Leadership Conference.



Gina G. Patterson
VSBA Executive Director

FROM THE EXECUTIVE DIRECTOR

Media Relations = Media Relationships

While recently working with a board on governance training, one of the members mentioned the fact that the newly hired local education reporter assigned to their division was continually providing negative stories about the school system. My immediate question to that board member and the entire board was what positive stories have you provided to the reporter about your division. Today, more than ever, school media relations is important for local divisions. School divisions must become more proactive about promoting the quality of public education and the opportunities that are provided to all your students. Share your message of innovative programming in your schools, not just with your parents and staff, but others in your community, as well. The education reporter is often one of the more novice members of the news staff, so take time to get to know the reporter, and help him or her understand the importance of fair and balanced reporting.

Effective communication with your local media is a necessity that is often misused or overlooked. Unfortunately, media coverage almost always happens when there is something negative to report. We all know bad news travels fast, so make sure you have a strong crisis communication plan that enables you to respond quickly and proactively to media queries.

If you haven't already done so, review your communication efforts. Are they telling the story of all the great things that are happening in your schools as well as your challenges? Is media relations a component of your communications plan? If you want better news coverage, you need to pitch more stories and work on building a relationship with reporters. In the Spring VSBA sent out the 2018 Showcases for Success, highlighting successful education programs from around the state. This is an example of something that can be easily replicated on the local level, focusing on all the positive things taking place in your schools. It really is that easy – and that complex.

Each year school divisions honor media professionals who recognize fair and balanced reporting about our schools and Virginia's public education system. Those Media Honor Roll recipients are listed on page 6 of this publication. Congratulations to the recipients and thank you for your support of public education.

NASSP's 2018-2019 Prudential Spirit of Community Awards

The National Association of Secondary School Principals is now accepting applications **2018-2019 Prudential Spirit of Community Awards**, in partnership with Prudential Financial. The program honors middle level and high school students for making meaningful contributions to their communities through volunteer service. Applications for 2019 awards are now open to students in grades 5-12 who have volunteered in the past year. More information on this year's program is detailed in the attached document. More information can be found online at <http://spirit.prudential.com>.

NSBA Annual Conference Student Performance Groups

The 2019 NSBA Annual Conference high school performance groups call for submissions is now open and applications are being accepted until Thursday, October 11, 2018. Please visit www.nsba.org/conference/registration/... for more details. Please share this information with your member districts.

If you have questions, please contact John Cesaretti at icesaretti@nsba.org.



VSBA Nominating Committee Report

The VSBA nominating committee has recommended Rodney Jordan (Norfolk City) as the 2019 president-elect, and Beth Hardy (Goochland County) and Janet Turner-Giles (Nelson County) as the at-large members. These recommendations will be brought before the VSBA Delegate Assembly for a vote at the VSBA Annual Convention in November.

Jordan has been a member of the Norfolk City School Board since 2012. Jordan served two years as the VSBA Tidewater Region chairman and currently serves as Chairman of the Finance/Audit Committee. He also serves as the Co-Chairman of the VSBA Task Force on Schools in Challenging Environments and has been involved with the VSBA as a delegate at the Delegate Assembly, an Annual Convention moderator and a regional nominating committee member. Jordan has earned the VSBA Award of Distinction each year since 2014.

Hardy has been a member of the Goochland County School Board since 2011. She has served as Chairman of the Southside Region and is finishing her second year as Chairman of the Federal Relations/Legislative Positions Committees. She has served as a moderator at the VSBA Annual Convention, a delegate at the Delegate Assembly and represents VSBA on the Executive Committee of the Virginia High School League.

Turner-Giles was elected to the Nelson County School Board in 2014. She has served as a delegate in the Delegate Assembly, a moderator at the VSBA Annual Convention and a member of the School Readiness Committee. She served two years as Chairman of the Central Region and currently serves as an at-large member.



Rodney Jordan
(Norfolk City)



Beth Hardy
(Goochland County)



Janet Turner-Giles
(Nelson County)

NSBA Magna Award Nominations Open

The 2019 Magna Awards nomination process is now open. Winning districts are featured in an issue of [ASBJ](#) and at NSBA's Annual Conference in Philadelphia, March 30—April 1, 2019. The deadline for submissions is October 31. Visit www.nsba.org/magna for details. Please contact Kathleen Vail, kvail@nsba.org, with any questions.

96% In the 2018 VSBA Member Opinion Survey 96% of respondents listed that they are Extremely Satisfied or Satisfied with the Services VSBA has provided over the last year.



Preparing Students for Their Future– Not Our Past

By Bill Daggett, Ed.D., Founder and Chairman, International Center for Leadership in Education

Do you know a recent four-year college graduate who is now back at home, going to graduate school because they cannot find a job, or off on their own but not without support from their parents? How can that be when employers are having trouble finding workers for better-paying jobs and the unemployment rate is the lowest we've seen this century? WHAT HAPPENED?

What happened is America changed. Pushed by technology, new work structures and systems, global competition, where people work, how they work, and how people communicate and interact have all dramatically changed—and at an accelerating pace—the skills and knowledge needed for success in the world beyond school. But the instructional programs in our schools look more like the year 2000 than unlike the year 2000. In fact, in some schools, they look more like 1950.

Preparing Students for the Unknown

The U.S. Department of Labor projects that 65 percent of today's elementary school students will work in jobs that do not yet exist. Let's look at what has happened in just the past 10 years.

In 2007, the five largest companies were:

1. Exxon
2. General Electric
3. Microsoft
4. Citigroup
5. Bank of America

Today, the five largest companies are:

1. Apple
2. Google
3. Microsoft
4. Amazon
5. Facebook

And in 2027, the five largest are all projected to be bio nano/info tech companies.

Let's look at the following chart that shows trends of jobs in the lower, middle, and upper income categories.

This Missing Middle is what I call this phenomenon of technology chipping away at middle-class, middle-skill jobs. As technology replaces middle-skill jobs, it's pushing more jobs to both low- and high-skilled sectors of employment. Today, to prepare your students for a middle-skilled career, which was the standard of twentieth-century education, is to prepare them for low-skilled and low-wage jobs. This is the reality of the twenty-first century.



Five of the fastest growing two-year college majors have the following salary (left). Compare that to five of the fastest growing four-year college major's salaries (right).

2-Year College Graduates

OCCUPATION	STARTING	AVERAGE
Management Info Systems	\$45,100	\$72,100
Electrical and Chemical Engineers	\$45,100	\$69,800
Occ. Health and Safety	\$50,300	\$68,200
Diagnostic Medical Specialist	\$50,200	\$66,800
Computer Programmer	\$42,300	\$65,300

4-Year College Graduates

OCCUPATION	STARTING	AVERAGE
Human Development	\$35,900	\$48,000
Athletic Trainer	\$34,800	\$46,900
Social Worker	\$33,000	\$46,600
Recreation and Leisure	\$32,200	\$45,300
Child and Family Studies	\$30,300	\$37,200



PREPARING STUDENTS

(Continued from page 4)

Looking Ahead

So, what do we need to teach? The World Economic Forum's recent Future of Jobs report lists the following as the top 10 skills needed for the workplace as well as in our personal lives to be successful in this changing world.

None of these are on any of our states' testing programs. Our tests basically measure information that can be googled. That is why we will not let our students use technology when they take the state tests. However, in the world beyond, they will be encouraged to use technology and google. Shouldn't we be teaching and assessing that which cannot be googled? Shouldn't we be teaching the above skills identified in the Future of Jobs report?

Top 10 Skills

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Active Listening
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



Are we preparing students for *our past* or *their future*?

In a national study I have chaired for the American Association of School Administrators (AASA), we identified and then studied the nation's most successful innovative practices at *BOTH* preparing students for success in school today and, equally as important, preparing them for success in the world beyond school in this changing environment where they will work and interact. We learned many valuable lessons including:

- Our tests are essential but not adequate in preparing students for future success.
- Schools need to be more future-focused.
- We need to restructure our curriculum and instructional programs to focus on the application of knowledge rather than simply on knowledge.

We can prepare students for the future, but it must begin by creating a culture that is more future-focused.

Has your board and administration created that culture?

Ask the Legal Expert

Q. If a school board member leaves his or her position before the end of the term, is the school board required to fill the vacancy on interim basis until a special election can be held to fill the seat for the remainder of the term?

A. No. School boards are permitted, but not required, to fill vacancies on an interim basis. At one time the law required school boards to make interim appointments to fill vacancies. However, the law was changed in 2010 to give boards the option of filling the seat, or not.

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

This September marks the Virginia Lottery's 30th birthday. To celebrate this milestone, and to raise awareness of the



**we're game
for education**

Lottery's purpose-driven mission supporting Virginia's K-12 public schools, the Virginia Lottery is launching a new campaign called "[Made in Virginia.](#)" Made in Virginia is an awards program that will call for Virginians statewide to identify and recognize graduates of Virginia's K-12 public schools who have gone on to find success in their careers or their communities. The Lottery will honor a total of four Virginians who graduated between 1999 and 2018, one each from the northern, southern, eastern and western parts of Virginia. Winners will get the opportunity to award \$9,000 in prizes to a Virginia K-12 public school of their choice and will be featured in a statewide commercial set to air in early 2019. For more information on the program, please [click here.](#)



2018 VSBA Media Honor Roll

Reporters and local media outlets play an important role in public education. School division leaders rely on responsible reporting by local media representatives so that our community members receive timely information about division initiatives and programs. Considering the impact that media coverage can have on community attitudes and beliefs, the VSBA Media Honor Roll was created to recognize fair and balanced reporting about our schools and Virginia's public education system.

This year, the following school divisions nominated media outlets in their community in recognition of: (1) Making the effort to get to know the superintendent and board chairman; (2) Understanding the division's mission and goals; (3) Reporting school news in a manner that is fair, accurate, and balanced; (4) Giving a high-profile position to good news about schools; (5) Regularly visiting the schools, attending board meetings, etc.; (6) Maintaining a policy of "no surprises" by sharing information with school representatives.

Alleghany County

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

Bath County

Larry O'Rourke, *The Virginian Review*
Amanda McGuire, *Allegheny Mountain*
Mike Bollinger, *The Recorder*

Buchanan County

Joe St. Clair, *The Virginia Mountaineer*
Trevor Cole, *The Voice News Paper*

Culpeper County

Marla McKenna, *Culpeper Star- Exponent*
Jeff Say, *Culpeper Times*
J.D. Slade, *Radio, WJMA 103.1*

Covington City

Jerome Johnson, *The Virginian Review*
Jerry Clark, *The Alleghany Journal*

Colonial Heights City

Kelsey Reichenberg, *The Progress Index*

Cumberland County

Laura McFarland, *Cumberland Today*
Emily Hollingsworth, *Farmville Herald*

Falls Church City

Nicholas Benton, *Falls Church News Press*
Matt Delaney, *Falls Church News Press*

Franklin City

The Tidewater News
WLQM Real Country 101.7 Radio
WHRO-TV

Fredericksburg City

Dave Adler, *WGRQ Radio*

Giles County

Amelia Whittaker, *The Virginia Leader*
Alexa Nash, *Education in Appalachia/ Freelance Journalist*

Goochland County

Sandie Warwick, *Blog: Goochland on my mind*

Henry County

Luis Romero, *BTW21 TV*

Halifax County

Sylvia McLaughlin, *The News & Record*

Isle of Wight

Stephen Faleski, *Tidewater News*

King and Queen County

Richard Carter, *Rappahannock Times*

King George County

Sara Backstrom, *Free Lance Star*
Neil Richard, *Project94*
Sarah Snow, *Project94*
Sean Gates, *Project94*
Jeremy Bertz, *Project94*

Louisa County

Steve Weddell, *The Central Virginian Newspaper*

Montgomery County

Sam Wall, *News Messenger*
Liz Kirchner, *News Messenger*

Middlesex County

Raymond Rose, *Southside Sentinel*

New Kent County

Andre' Jones, *New Kent Charles City Chronicle*

Patrick County

WHEO, *AM/FM Radio Station*
Debbie Hall, *The Enterprise*

Prince George County

Meredith Baker, *Prince George Journal*
Michael Campbell, *Prince George Journal*

Petersburg City

Aaron Thomas, *WRIC-ABC, 8 News*

Poquoson City

Josh Reyes, *Daily Press*

Radford City

Sam Wall, *Radford News Journal*
Marty Gordon, *Radford News Journal*
Irisha Jones, *WSLS 10*
Mike Gangloff, *Roanoke Times*

Rappahannock County

John McCaslin, *Rappahannock News*
Rappahannock News, *Rappahannock News*

Roanoke County

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

Rockbridge County

Lisa Perry, *The News-Gazette*
The Journalism Dept. of The Rockbridge Report

Smyth County

Linda Burchette, *Smyth County News & Messenger*

Surry County

Terry Harris, *Surry County The Sussex-Surry Dispatch*

Shenandoah County

Melissa Topey, *Northern Virginia Daily*

Miss a webinar?

No problem!

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

For details, contact Alicia Trice, coordinator of special projects at Alicia@vsba.org or visit :

http://www.vsba.org/meetings_conferences/webinars_on_demand/



Division Spotlight: Louisa 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.

Kindness Day

Submitted by Louisa County Public Schools

As is the case with most public school divisions, Louisa County Public Schools celebrates several Spirit Days throughout the school year. But unlike most, the focus for the division's spirit day on Friday, September 7th wasn't to build support for athletic teams or flood the hallways with school colors. Instead, the celebration centered around one theme: kindness.



In an effort to encourage unity and good behavior, LCPS administrators decided over the summer to transform four of the school's scheduled Spirit Days into Kindness Days. The result? Nearly 4,900 students showed up to school that Friday wearing custom T-shirts with a simple message that matched their attitudes: #Kindness.

"Our goal at LCPS is for every student to feel welcomed, cared for, and a special part of our team each and every day," LCPS Superintendent Doug Straley said. "In a world that seems to grow more divided by the day, we wanted to come up with a way to show the nation that kindness matters."

Kindness Day details were shared with administrators and teachers within the school division's six schools. LCPS then created custom posters and video commercials featuring the school division's six mascots as a way to build excitement amongst students as well as to generate momentum on social media.

Members of the Louisa County School Board also got in on the action. Just days before the event, board members gave students a sneak peak of the excitement to come by posing for a photo wearing their own #Kindness T-shirts!



By the time Friday, September 7th rolled around, it was evident the strategy worked, as students donned not just their custom T-shirts, but smiles as well. That morning, students across the school division watched a video message from Mr. Straley thanking them for their positive attitudes and explaining how they helped create a unique culture within Louisa County Public Schools.



And the school division wanted to make sure their message touched not only students and teachers within LCPS, but the Louisa County community as a whole. Classrooms were asked to take photos of themselves in their #Kindness T-shirts, and to include a way they planned to spread kindness to others.

By the end of the day, more than 90 photos had been submitted to the school's Central Office. A Facebook post with the photos and ideas reached more than 20,000 viewers!

The event also meshed well with the school division's emphasis of the Virginia Department of Education's 5 Cs: Critical Thinking, Creativity, Collaboration, Communication, and Citizenship.

"An event like this helps bring the 5 C's, specifically citizenship, to life for our students," Mr. Straley said. "We call ourselves #TeamLCPS because we really believe that we are all on one team working together. And being on the same team also means we have to look out for each other."

As Mr. Straley walked through the hallways of all six schools on Kindness Day, the buy-in was evident. Nearly every student in the school division opted to wear their custom #Kindness T-Shirt. More importantly, they bought into the message.

Case in point: as Mr. Straley turned the corner of Trevilians Elementary School, a student stooped down to tie the loose shoelaces of his classmate, which he noticed were untied.

"That's what Kindness Day is all about right there," Mr. Straley said, glancing at the situation with a smile. "That's how the whole world should act."



LCPS will celebrate its next Kindness Day on Friday, October 5th.



Welcome Back to School!

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



VSBA Bullying Prevention Month– October 2018

In an effort to promote awareness of school bullying, the VSBA Board of Directors has designated the month of October as VSBA Bullying Prevention Month. Childhood bullying is a significant problem nationwide. It can cause school absenteeism, mental and physical stress, poor school performance, poor self-esteem, and in some cases, school violence. Statistics show that 160,000 children in the United States miss school each day as a result of being bullied. School board members, superintendents, teachers, and parents play a critical role in creating a climate where bullying is not tolerated. It has been proven when adults and children stand together, bullying ends.

Please also attend the free webinar on October 9th highlighting best practices in bullying prevention from school divisions across Virginia. Information on the webinar is [available here](#).

Visit [this link](#) to download a packet of information to help prepare for VSBA Bullying Prevention Month, VSBA President Scott Albrecht's PSA on bullying prevention is also available [here](#).



VSBA Bullying Prevention Month
October 2018



Knowledge Today, For a Healthier Tomorrow: Why Your Employees Should Get a Biometric Screening By Benefit Plan Administrators

The Problem: Lack of Employee Awareness of Threatening Health Conditions

You're likely aware of the fact that many Americans, including those you know and care for, suffer from chronic health conditions like high blood pressure, diabetes and high cholesterol. However, you may not be aware of how widespread the impact of these common health conditions really is. According to the CDC, nearly 75 million Americans suffer from high blood pressure. High blood pressure puts an individual at an increased risk for heart disease and stroke. 30.3 million Americans, that's 10 percent of the population, have been diagnosed with diabetes. These are staggering numbers, and often times individuals suffering from these and other common health problems may not be aware of their condition.

What does this mean for you as a school administrator? Left unchecked, these diseases can become life threatening to your school employees, causing rampant absenteeism and sometimes loss of an employee. But there is a step you can take to help your employees get the care they need to stay present and healthy, and it comes complimentary with your health plan.

The Solution: Biometric Screenings

By completing a biometric screening, employees can be aware of any health problems they may have and prevent them from occurring in the future. BPA's wellbeing assessment, which includes a comprehensive biometric screening and health and lifestyle survey, gives you a holistic understanding of your school's wellbeing.

Comprehensive biometric screenings provide a detailed report to help identify individuals at risk or out of range for key health indicators. BPA makes it as convenient as possible for employees to get screened. Screenings can be performed onsite, remote or at a physician's office. Onsite screenings are staffed by a trained phlebotomist. It's simple for employees to sign up as registration for the screenings can be completed online, over the phone or on paper. The comprehensive biometric screening tests for the following:

- Anemia, Infections & Certain Cancers
- Heart Disease & Stroke
- Kidney Disease
- Nutritional & Gastrointestinal Disorders
- Liver & Gallbladder
- Diabetes
- Blood Pressure
- Additional tests such as Reflex A1C or Nicotine

Once the biometric screening is complete, the employee will receive a comprehensive report helping them better understand their current state of health. This report is a helpful tool that they can take to their physician for appropriate follow up care. Next, the health and lifestyle

survey will examine physical, emotional, social and financial aspects of an employee's overall wellbeing. The survey collects information on benchmark wellbeing risks such as stress, job/life satisfaction, smoking, alcohol use and exercise. This survey is simple to complete and can be done via paper or online for English, Spanish and Polish speakers.

By completing the biometric screening and health and lifestyle survey, the employee will earn Best Life points and money towards their deductible. This is a great incentive to participate. But, employees have much more to gain such as a better understanding of their health today and enjoying better health in the future.

As a school administrator, you empower employees to teach thousands of students each day. Now, empower them to take control of their health by getting a biometric screening. Encourage them to get their biometric screening today by visiting www.bpatpa.com and logging into their member portal for more information. Learn more about how biometric screenings can give you clearer insight into your employee population health to reduce your overall costs today by contacting BPA.

James Blevins | jblevins@bpatpa.com | 434.258.7200
www.bpatpa.com



Shield Yourself from the Flu

Flu season is here again, and it's time for your annual flu shot. Getting the flu vaccine is the best way to protect yourself from the virus. Review your health plan to make sure your prescriptions and vaccinations are covered, and get your flu shot today!

Learn more at www.bpatpa.com



TOP TEN Reasons

November 14-16, 2018
Williamsburg, VA

to attend VSBA's Annual Convention

- 1 Learn!** Choose from over 40 breakout sessions that cover many hot topics in public education today.
- 2 Get Inspired.** Three great general session speakers will motivate and inspire you throughout the convention. Speakers include: Coach Carter, Sue Meyer & Dr. John Draper.
- 3 Celebrate Successes.** Throughout the convention, awards are given to various school boards for their work throughout the year. Come see if your division has won an award and celebrate successes in the Commonwealth.
- 4 This is your Association.** The VSBA Delegate Assembly allows you to make your voice heard, your vote count, and your Association strong.
- 5 Networking Opportunities.** Who better to learn from and share with other than Virginia school board members?
- 6 Student Art Showcase.** View the original artwork of the regional student art contest winners from 2018 from around Virginia.
- 7 Lunch & Learn Sessions.** Choose from many lunch and learn sessions to continue your education during the lunch break on Thursday.
- 8 Signs of Success.** Browse through posters of successful projects and programs that school divisions have highlighted for conference attendees to enjoy.
- 9 70+ Exhibitors.** The convention exhibitors are ready and excited to tell you about their products and services that can help your board.
- 10 Refresh and recharge.** Review your current practices, consider new ones, and get a fresh perspective.

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



VSBA ANNUAL CONVENTION 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!

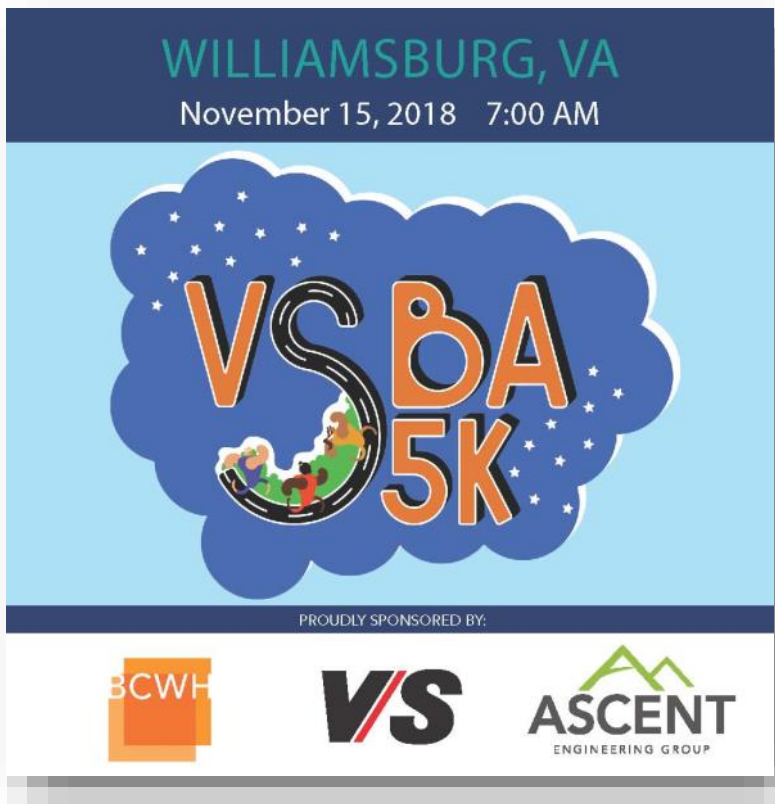
Join this session to explore the roadmap of a school division and business community working in partnership to transform the traditional high school experience to prepare young people to graduate college, career, and life-ready. Driven by the current and projected economic workforce data, Hampton City 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



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

Platinum Sponsor

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Gold Sponsors



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Silver Sponsors



ReedSmith



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.



Secure Futures LLC

Offers on-site commercial-scale resilient solar power solutions. Secure Futures leads the field in making solar energy affordable to universities, schools, hospitals and others operating in the public interest.

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Phone: (877) 333-3008 x8
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Intercept Youth Services

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UPCOMING EVENTS, WORKSHOPS & TRAINING

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 9, 2018

[FREE WEBINAR: Best Practices in Bullying Prevention](#)

LOCATION: Online

DETAIL: October is VSBA Bullying Prevention Month and to help combat bullying, school divisions across Virginia have created programs and initiatives to encourage kindness and stop bullying. Statistics show that 160,000 children in the United States miss school each day as a result of being bullied. Childhood bullying is a significant problem nationwide. It can cause school absenteeism, mental and physical stress, poor school performance, poor self-esteem, and in some cases, school violence. Attend this free webinar to learn of best practices in bullying prevention and how your school division can establish similar programs to help put an end to bullying. **Louisa County Public Schools** will share information on their first-ever Kindness Day, and **Cumberland County Public Schools** will discuss a Truth Empowerment Summit that students attended and how the schools have implemented items learned at the summit.

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. Space is limited, so register today!

October 25, 2018

[FREE WEBINAR: What School Board Members Need to Know about School Bus Safety: A Primer for School Bus Safety Week](#)

LOCATION: Online

DETAIL: In honor of National School Bus Safety Week October 22-26, 2018, the largest insurer of school transportation fleets in

Virginia, VACORP would like to share with school boards and school administrators across the Commonwealth the knowledge we have gained about risk, safety, analytics, best practices, training, retention, and motivation. Our risk control team trains tens of thousands of bus drivers, car drivers, and aides annually. This webinar will review the main issues we are covering in training, serious concerns drivers are communicating to us, and best practices implemented across the Commonwealth when it comes to training, seat belts, video cameras, stop-arm devices, and driver retention. We will also share tools that you can use to motivate and recognize your drivers for doing the important work of transporting your children to/from school each day. We are passionate about transportation safety and are excited to work with you to save lives and continue operating what we believe to be one of the safest school transportation fleets in America.

October 30, 2018

[Student Dress Codes and the First Amendment](#)

LOCATION: Online

DETAIL: The application of the First Amendment to student speech in public schools is one of the most challenging areas of the law for school board members and administrators to navigate. Students often use their attire as a means of expressing their opinion or support for a particular cause. This webinar will explore the First Amendment implications of implementing and enforcing a student dress code that attempts to place limitations on the messages that may be displayed on student attire.

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/



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VISION STATEMENT

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