



VSBA President
Roy K. Boyles
(Warren County School Board)

Meet the New VSBA President

Tell us a little bit about your community and your school division. Warren County is a tight-knit community that values family and tradition. Warren County is located 70 miles west of Washington, DC. It is home to the northern entrance to the Skyline Drive and the Shenandoah National Park. The north and south forks of the Shenandoah River join here. Hundreds of thousands come to view the magnificent foliage each year in the fall. The Warren County Public School system serves approximately 5400 students in grades K-12, and operates a Pre-K program for at-risk four year olds. WCPS has approximately 796 full time employees and an operating budget for 2012- 2013 of \$48,451,126.

Vista Governor’s School in partnership with five other school boards in the region. Project Lead the Way, an engineering curriculum for high school students, has been started, expanded, and supported generously by the community. Warren County Public Schools has increased the academic achievement of students at all levels and has increased significantly the number of students enrolled in Advanced Placement classes. The number of students in dual enrollment with Lord Fairfax Community College has grown, as well. Warren County Public Schools believes technology in the classroom is crucial to students learning at high levels. One of our greatest accomplishments is that every classroom has a Smart Board for use by teachers and students.

What challenges has your school division faced in your time as a board member? Facility needs were a challenge because we were dealing with a high school built in the 1930’s that was overcrowded and lacking in appropriate educational spaces. The building required significant renovation to meet the educational needs of our learners. We now have two state-of-the-art high schools and one historically renovated and expanded middle school that will assist our students in meeting the challenges of the 21st Century. Also, over the last few years, budget reductions have negatively impacted our ability to continuously improve our instructional program. We have faced the same problems many other school divisions faced by having to reduce the number of instructional staff and restrict the amount of money spent on supplies for the classroom.

What have you found satisfying about being a board member? I see the pride that our students and entire community now have in public education in Warren County.

What is different about being a board member today than it was in 2004 when you joined? We have business and corporations wanting to come to Warren County because of quality public schools. The Warren County School Board and the Warren County Board of Supervisors have an excellent working relationship. Many of the accomplishments are due to the Board of Supervisor’s commitment to improving education in the County.

What are some of the board achievements that you have been most proud of? Several construction projects have been completed. We have formed Mountain

Tell us a little about yourself and your family? I have worked for Warren County, Virginia for the last 18 years, serving as a Master Deputy Commissioner III and Real Estate Department Supervisor for

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DATES TO REMEMBER

- January 3**
FRN Orientation Webinar
- January 8**
VSBA Legislative Advocacy Webinar
- January 23**
Legislative Conference
- January 24**
New Member Orientation
- January 27—29**
FRN Conference



Meet the New VSBA President, cont'd

the Commissioner of the Revenue office. Prior to that, I was employed for 18 years in the banking industry. I have served on many local civic and charitable organizations. A few of these groups include the Rotary Club, the Chamber of Commerce, Salvation Army, and the United Way. I have always been a person willing to serve to make my community a better place.

I have been married to my wife Sharon for 33 years. I have two daughters, Brittany Sager and Brandi Boyles. I have a son-in-law, Josh Sager, and one grandson, Grayson Sager. My wife, daughters, son-in-law and I are graduates of the Warren County Public School system.

What do you wish you had known when you started serving on a local school board?

There are a lot of interest groups that really have different ideas about public education. Many groups are misinformed or try to undermine progress. You just have to do what is best for kids.

You have been active in the state association. What do you feel you have gained by doing that?

I have met many other school board members and we

have exchanged ideas about situations that come into our school divisions. I have a better idea of what the VSBA and NSBA do for local school boards.

What are the challenges that the Virginia School Boards Association faces in the near future?

Some of the goals that the Virginia School Boards Association has set will be a challenge to complete in the near future. The toughest one will be to ensure the active participation of 100% of Boards in VSBA governance, leadership, training, and services. With the turnover of Superintendents and local school board members, many do not know or don't understand what the VSBA can do to help them. The VSBA has to step up communication with local school boards to explain products and services that are offered. The education world is changing and we as school board members have to be prepared to change with it to ensure that every student reaches their highest potential.

What are the strengths of VSBA?

I think the VSBA has many strengths, but the best is the STAFF! They are informed, dedicated and willing to go the extra mile to help school board members do their job. I really appreciate all they do.

2013 NSBA FRN Conference

January 27—29



VSBA members interested in grassroots advocacy for public education should consider attending the 2012 NSBA Federal Relations Network Conference.

VSBA President Roy Boyles has appointed all 857 Virginia school board members to the NSBA

Federal Relations Network, part of

a nationwide network of school board members under the auspices of the National School Boards Association, representing every congressional district in the country.

FRN members have the opportunity to make a difference in the education of our nation's schoolchildren, encouraging Congress to make public education a top priority of the federal government.

FRN members remain in contact with their members of Congress regarding key education issues throughout the year. The dates for this year's NSBA FRN Conference in Washington D.C. is January 27—29th. Questions? Listen to the FREE VSBA/NSBA FRN Orientation Webinar on Thursday, January 3, 10:30 a.m. To register go here <http://www.nsba.org/frn2012/>.



January is 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 can 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. School board members, superintendents, staff, parents, and children around the Commonwealth are encouraged to use bullying prevention activities and materials to help end bullying.



We hope you will take advantage of this opportunity to help spread awareness of the serious nature of bullying in our schools. You can download a VSBA Bullying Prevention packet by going to http://www.vaschoolboards.org/index.php/site/spotlight/vsba_bullying_prevention_month.

New board members offered a chance to learn the ropes



The first few months of school board service are not an easy climb. Bound by unfamiliar policies, and seemingly strangled by conflicting demands, it is no

wonder that new school board members may find themselves at the end of their ropes. As a returning board member or sitting superintendent, it is also an important time to welcome new board members to the leadership team. Surely they will change the chemistry of the group, but how?

The VSBA New Board/Superintendent Orientation is a special workshop designed and presented by the Virginia School Boards Association that gives freshman board members a firm grasp of the fundamentals of board service. This is an important orientation that is designed to get new board members up to speed as quickly as possible. Participants will gain an overall understanding of the school board's roles and

responsibilities, be presented with the authority and limitations presented by school law, board policy, and the board/superintendent relationship. They will also be introduced to the principles of school public relations and how becoming a public official can change many aspects of your previously private life.

The workshop will also include a brief overview of the Virginia School Boards Association, as well as a great informal opportunity to dialogue with other board members from around the state about various aspects of board service.

The Orientation will be held the morning of January 24, 2013 at the Richmond Marriott. If you have new board members, make sure your new board members avail themselves of this important opportunity to learn about the job of being a school board member, and how they can work with the existing board and superintendent to build the best team possible.

To register, call (800) 446-8722 or (434) 295-8722. More information can be found at www.vsba.org.



VSBA Executive Director
Barbara J. Coyle

From the Executive Director

For those who missed it, the 2012 VSBA Annual Convention was an explosion of red! Red is the dominant color in the new VSBA logo that was revealed as attendees entered the Williamsburg Lodge Convention Center. Red is a warm, exciting, powerful color that alerts you that VSBA has entered a new phase of its life. The message is clear that VSBA is its membership. Attendees saw the new logo all over the Convention hall and felt the energy. Hopefully, you have seen the December special edition of the VSBA newsletter, which detailed how we got to our new logo. My personal thanks to our new resource, Peter Sengenberger, who helped us accomplish our new look! He's awesome!

Our energy radiates throughout our member services, especially new services designed to fulfill our tagline: **Leadership · Advocacy · Support**. For those, like me, who did not even know what a tagline was until we started developing ours, here is the answer: *Much more than simply coming up with a "catch phrase", a tagline should represent an organization's positioning and strategic messaging. This one statement must reflect and reinforce the organization's brand and must not only represent where the organization is today, but also where it is going and what it strives to be.* I feel that our new tagline accomplishes this weighty goal. Those three words (leadership, advocacy, support) represent the many roles of not only the VSBA, but of all of the member school boards, and individual school board members. Our tagline is not just what the VSBA as an organization does for the boards; it's also about what the individual school boards (all of you) do locally as the leaders of public education in your communities. Together, we are the leaders, advocates, and supporters of public education in Virginia, and I am very proud of that fact.

Beyond the new logo and tagline, if all that has been outlined in the 2011 – 2014 VSBA Strategic Plan is achieved you will experience many more firsts for the VSBA. Your Board of Directors is intent on living, breathing and acting on our tagline: Leadership · Advocacy · Support. It's an exciting time to belong to VSBA! **BC**

P.S. Speaking of Peter Sengenberger, the Virginia School Boards Association has partnered with him to offer communications and public relations services as a fee-for-service membership benefit. Considering the vast number of internal and external publics of a school division, as well as the increased scrutiny and criticism of public education, implementing effective communications strategies is no easy task. Utilizing Peter through VSBA/Title20 Consulting communications services is a wonderful, cost-effective option to consider. Contact Gina Patterson at gina@vsba.org for details.

It's time to get ready for School Board Appreciation Month

February is School Board Appreciation month in Virginia. VSBA created a resource kit to help divisions recognize their board members. The kit was mailed out in early December and posted at http://www.vaschoolboards.org/index.php/resources/school_board_appreciation_month/, includes tips for honoring board members and many other resources. Divisions are urged to submit articles and photos of their activities to VSBA, which we will feature online and in the Newsletter. VSBA has also sent each division superintendent certificates to present to board members. Submit articles and photos to Gina Patterson at gina@vsba.org.



Highlights from the 2012 VSBA Annual Convention





Would you like to thank your employer for supporting you and your work as a school board member?

The VSBA Employer Commendation Program is designed to thank the employers of school board members for providing the support and/or encouragement that is often needed to perform school board duties. Upon the recommendation of any Virginia school board member who is employed full-time, the VSBA Executive Director will send a letter of commendation to the board member's employer and a certificate suitable for framing and display. These awards serve to: remind employers that school board service is an essential and demanding

avocation; encourage constructive dialogue concerning local education topics; reinforce the employer's existing commitment to school board service; and encourage other employees to consider participating in the educational process or to lend their support to those who do. To nominate your employer, simply complete the following and email the information to Gina Patterson at gina@vsba.org. Letters and certificates will be mailed in February (which is School Board Appreciation Month) to recommended employers.



2013 VSBA Legislative Conference

The 2013 General Assembly promises to be challenging for supporters of public education. Offering commentary on the "big picture" political scene will be Robert Holsworth, President of Virginia Tomorrow, LLC, and frequent political analyst for the press and television. VSBA perennial issues will be reviewed by the VSBA lobbyists.

It is said every year, and it just keeps getting truer, school board members faces and voices need to be seen and heard more than during these crucial times. The VSBA Legislative Conference is scheduled to provide that opportunity during critical legislative discussions. To register, call (800) 446-8722 or (434) 295-8722. More information can be found at www.vsba.org.

VSBA lobbyists and staff have been preparing for months, and we aim to make this a successful session for public education in Virginia. Don't forget to check the VSBA Legislative blog during the GA session. The blog will contain reports on the issues you need to know about and act on. To access the blog and keep up-to-date on what is happening in Richmond go to vsbalegislativeupdate.blogspot.com/. You can also link to the blog directly from the VSBA website.

I hereby affirm that:

- 1) I am employed full-time on a salaried or hourly basis;
- 2) My employer is a business, firm or other institution that is not owned or controlled by me or my family;
- 3) My employer deserves special commendation for supporting and encouraging me in my work as a school board member;
- 4) I recommend that the Virginia School Boards Association send a letter and certificate of commendation to the employer on this form.

PLEASE PRINT

Your name: _____

Your address: _____

Your telephone number: _____

Your school division: _____

Individual to whom commendation should be sent:

Name and Title: _____

Company name: _____

Name to appear on certificate: _____

Company address: _____

Your signature: _____

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Barbara Coyle, executive director
 Gina Patterson, deputy executive director



VSBA

Virginia School Boards Association
 Leadership • Advocacy • Support

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

MISSION STATEMENT

Virginia School Boards Association, a voluntary, nonpartisan organization of Virginia school boards, promotes excellence in public education through advocacy, training and services.

VISION STATEMENT

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



Who do you call when you need an expert?

- | | | |
|-------------------------|--|--------------------------------|
| Legal Services | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
| Legislative Services | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
| Policy Review | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
| Board Development | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
| Superintendent Searches | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
| PR & Communications | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |

Why would you go anywhere else for your school division's insurance coverage?

- | | | |
|--------------------|--|--------------------------------|
| Insurance Services | <input checked="" type="checkbox"/> VSBA | <input type="checkbox"/> Other |
|--------------------|--|--------------------------------|



VSBA

Virginia School Boards Association

Insurance Services

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 Charlottesville, VA 22911

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