



**VSBA President
Kerri Wilson
(Harrisonburg City School Board)**

ISSUE HIGHLIGHTS

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JUNE 2
Advocacy Webinar

JUNE 6
School Law Conference

JULY 21
New Chairmen/Board Member/
Superintendent Orientation

JULY 22
Conference on Education

AUGUST 7
Superintendent Evaluation
Workshop

PRESIDENT'S MESSAGE

As another school year draws to a close, I want to ask you to take just a few minutes to reflect on your role as a school board member. What have you learned thus far? How have you grown this year? Who have you met at conferences? What have you accomplished as a board?

The summer months are a great time to ponder the past and develop a plan of action for the future. What do you want to accomplish next year? What impact do you want to have? How do you want to grow as a board member or as a board? What new learning opportunities are available?

I would like to plant a seed for you to consider as you move forward as a leader, supporter, and advocate for public education. I have traveled around the state, visiting school divisions in all nine VSBA regions. Although my primary focus has been to learn about our challenges, and there were many challenges throughout the Commonwealth, I saw as many, if not more, positive things happening; engaged and motivated students, enthusiastic teachers and staff, and dynamic programs and curriculum. I left every location feeling proud to be a Virginian, proud to be a school board member, and proud to be a contributing factor to the high quality public education that we provide to the students in Virginia. I walked away from each visit inspired, motivated, intrigued, and impressed, despite the overwhelming challenges some schools faced.

When I decided to tour the state I had no idea what I would take away from the experience. I did not have any specific expectations other than to simply gain a better understanding of the host of challenges that occur within our school divisions, and to see firsthand what schools are up against, as well as what they are doing to overcome those obstacles. I also wanted to see what schools were doing well. Gaining knowledge of both aspects would allow me to be a better advocate and voice for all of Virginia's schools, particularly the ones directly targeted by recent legislation, such as

the A-F Grading Scale Law and the Opportunity Educational Institution Law.

What I came to realize after just a couple visits was how valuable it was to see new places, meet new people, and learn new things. The growth I have experienced as a board member has been exponentially greater as a result of these visits. I gained a broader perspective on many levels and have a better sense of how improvements or changes can occur based on best/better practices. This all comes full circle to my speech last November. I challenged you then to step outside your bubble (your division) to help one another, learn from others, and provide assistance when needed. We are not on this journey alone. We are all in this together. Virginia, we are ONE!

“The opportunities to build relationships and help one another are out there.”

After this experience, I am even more convinced that getting outside your bubble will not only benefit you, it will benefit your board, your schools, and your students. So, I am challenging you again. This is the planting of the seed part... as you plan for the upcoming year and all that you want to accomplish, consider visiting 1, 2, 3, or more schools or school divisions outside of your own.

As you go to conferences and meet board members from other localities, ask to visit their schools and open your doors to them in return. Networking at VSBA conferences is a great way to build relationships and develop resources

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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 systems 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. Recently, VSBA sent out the 2014 Showcases for Success to highlight 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.



VSBA President Kerri Wilson and Executive Director Gina Patterson with representatives from Henry County Public Schools and Prince William County Public Schools at the Digital School Districts Survey Awards Reception.



4 Virginia School Divisions Recognized by NSBA and the Center for Digital Education (CDE)

Goochland County, Hampton City, Henry County, and Prince William County school divisions were recognized in the tenth annual Digital School Districts Survey by the Center for Digital Education (CDE) and the National School Boards Association (NSBA). The survey showcases exemplary school boards' and divisions' use of technology to govern the district; communicate with students, parents and the community; and improve district operations.





Virginia Teacher of the Year

We Do Not Teach Standards, We Teach Children

**By Melissa Porfirio, M.Ed., VA Teacher of the Year
First Grade Teacher, Crestwood Elementary School, Fairfax County Public Schools**



**Virginia Teacher of the Year
Melissa Porfirio will be the
Thursday General Session
Speaker at VSBA's 2014
Annual Convention!**

It has been quite an honor serving as the 2014 Virginia Teacher of the Year. I am continually learning from inspirational and dedicated teachers across the Commonwealth, as well as the nation. In the beginning of this journey, I got nervous about what to share, thinking others wanted to hear about the latest and greatest cooperative learning strategy, technology applications, or putting brain research into practice to maximize student learning. While these strategies, apps, research, and more should be embedded in our teaching, I believe our impact with our students, their families, and our greater communities and world reaches even further.

With the current focus on data and rigor, we must not lose sight of the power of relationships and their effects on student achievement. I believe James Comer says it best. "No significant learning can occur without a significant relationship." Teachers do not simply teach standards. WE TEACH STUDENTS. Standards are vital to guiding instruction and providing a framework for students' learning and application of their knowledge. However, students do not arrive in our classrooms as empty vessels to simply fill with information. They come with hopes and dreams and an inherent excitement for what they want to learn. They come to us with strengths, and it is our charge to discover and use their strengths to help them grow and succeed. We have the power to inspire and provide access to tools for lifelong learning and success.

We have the power to inspire and provide access to tools for lifelong learning and success.

With this power comes tremendous responsibility. How we teach is just as important as what we teach. Teachers should never underestimate the impact they will have on a student's life. We must acknowledge that this effect can be either positive or negative and take great care to know our students. Know what can build your students up and what may cause a barrier or devastate them. When I look back to when a favorite teacher of mine used a derogatory term to describe people from my neighborhood, I do not remember any specific lessons or vocabulary words I learned in that class. I do not recall any test-taking strategies or enduring understandings. She may have used engaging, cooperative learning strategies, but these do not stand out to me. I do, however, remember how my teacher, the teacher I looked up to and respected, tore at my self-worth and value in less than 30 seconds with one comment. She probably never realized the effect of her words, and it probably never occurred to her that this term would upset me because she did not know the whole child—she did not know the whole me.

Although we may never fully know our students' circumstances, we must make it a priority to know our students, not just as one of 20 in our class, but as individuals. Know their families, invite their families in, and seek partnerships with their families. Their families are truly their first teachers. We have a responsibility to make our classrooms welcoming environments that help each student and each family feel accepted and significant regardless of their abilities, cultural or linguistic heritages, and socioeconomic statuses. Strive to know the whole child and put creative practices in place, such as home visits, to partner with families to build on the strengths of the child as well as the strengths of the family unit. Work with our students and their families to make the world a more inclusive, ethical, moral, and tolerant place full of respect and appreciation for each other's differences as well as our commonalities. **I truly see education as the foundation for social justice. We are the first responders, the front line. We cultivate critical thinkers who continue to learn, question the status quo, and become tolerant, contributing members of our broader communities and world.**

Standards and curriculum may be revised or changed. How we teach and the strategies we employ must constantly evolve. Why we teach, the passion that brought us to becoming an educator, should only grow stronger. Our passion is enduring -- not because we teach standards, but because we teach children.



UPCOMING VSBA EVENTS, WORKSHOPS & TRAINING

Please welcome **BRIDGET MERKER** as VSBA's new coordinator of member services. She started with the association on May 27, 2014.

THE VSBA REGIONAL SPRING FORUMS WERE A GREAT SUCCESS!

The facilities, student work and presentations, and programs were terrific. Please extend a special thank you to the chairman and vice-chairman of your regions who did an excellent job organizing these events.

June 2, 2014
VSBA Grassroots Advocacy Webinar - FREE
LOCATION: Webinar

DETAIL: Join VSBA Government Relations Coordinator Emily Webb for a webinar outlining the new Grassroots Advocacy Team. Whether you just want more information or have signed up to be part of the team, this webinar will provide you with more details and allow you to ask questions about this exciting new initiative.

June 6, 2014
School Law Conference

LOCATION: Hilton Short Pump (NEW LOCATION)

DETAIL: Learn how cloud-based computing can benefit your school division and what steps you need to take to protect your students by ensuring compliance with FERPA, COPPA and other privacy requirements. Hear U.S. Fourth Circuit Judge Roger Gregory and The Virginia Education Law Group'sSM Douglas Guynn team up to lead a special session celebrating the 60th year of Brown vs. Board of Education. They will discuss the legal principles and history of the case, and offer insights about the legal legacy and the legal horizon. Also, hear an update on General Assembly bills and how they impact your local division.

July 21, 2014
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, 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.

July 21, 2014
VSBA Orientation for New 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 ethics, school law, parliamentary procedure, 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!

July 22, 2014
2014 VSBA Conference on Education

LOCATION: Richmond Marriott

DETAIL: Join hundreds of school division leaders from across Virginia at the 29th annual VSBA Conference on Education (formerly the VSBA Governor's Conference on Education). Attendees will have the opportunity to choose from over forty mini-workshops highlighting successful practices in Virginia's school divisions. Dr. Otha Thornton, president of National PTA, is bringing greetings, and attendees will hear from the Magna Award Winning Westside Debate Team from Roanoke City Public Schools. Governor Terry McAuliffe is the invited luncheon speaker.



For information on any of these opportunities, visit the **"Meetings & Conferences"** tab on the VSBA web site: www.vsba.org



IMPORTANT INFORMATION!

VSBA ANNUAL CONVENTION 2014

General Session Speakers:

DATE:

November 19 – 21, 2014

LOCATION:

Doubletree by Hilton Williamsburg

Call for Presentations:



**Coach Bill Curry
Coach, Communicator,
Educator, Motivator, Author**

Bill Curry has had a very distinguished career having played pro football and then serving as a college coach. He will share stories of teamwork and diversity that will motivate you to begin looking at situations in your own schools very differently. For more information about Coach Curry, **click here**.

**Melissa A. Porfirio, M.Ed.
Virginia Teacher of the Year**

Melissa A. Porfirio, a first grade teacher at Crestwood Elementary School in Fairfax County, is the 2014 Virginia Teacher of the Year and Region 4 Teacher of the Year. A teacher for eight years, Porfirio earned a bachelor's degree in social work from Catholic University and a master's degree in education, curriculum and instruction from George Mason University.

**Dianne Durkin
President and Founder
of Loyalty Factor**

The topic of this session will be The Power of Magnetic Leadership. If you have weak or non-existent leadership in your organization, it is like spraying a big can of people repellent into the air that your employees breathe. You kill creativity, productivity, and the spark that motivates your team. The good news is you can become a magnetic leader—that force that attracts others.

to complete the SurveyMonkey form to be considered for a one-hour convention presentation. If selected, VSBA staff will be in touch with the assigned presentation time. For session ideas and/or to review the presentations that took place last year, **CLICK HERE**

Deadline: August 15, 2014

Moderators Needed:

There are openings for breakout session moderators at the 2014 VSBA Annual Convention. Moderators introduce workshop presenters and serve as liaisons between the audience and speakers, and board members serving as moderators will earn VSBA Academy points. Contact Peter Sengenberger, assistant executive director, at peter@vsba.org if you are interested.

For regularly updated information, visit the Annual Convention page of the VSBA web site [HERE](#)

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join us for the 11th annual VSBA 5K walk/run
promoting physical activity in schools

presented by virginia school boards association
annual convention, Williamsburg, VA
19 November 2014, 7:00 am

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**VSBA
Grassroots
Advocacy Team
—Get Involved
Today!**

This group of individuals will serve as liaisons between VSBA's government relations team and their school boards to build relationships, educate and positively influence the community, business and education leaders, and policy makers. This group will focus on key issues, such as challenged schools, additional funding and funding flexibility, and increased access to broadband, while building support coalitions, meeting with legislators, and actively influencing policy makers beyond the General Assembly session.

If you would like to join the Grassroots Advocacy Team, please e-mail Emily Webb, VSBA coordinator of government relations, at emily@vsba.org.

We will be **hosting a free informational webinar on Monday, June 2nd at 12:30 pm.** You can register for the webinar [HERE](#)

**Superintendent Evaluation:
Developing a Model to Meet New VDOE Guidelines**

New date added by popular demand!

Have you updated the evaluation model for your superintendent? The Guidelines for Uniform Performance Standards and Evaluation Criteria for Superintendents developed by the Virginia Department of Education provides a wealth of information regarding the new requirements. However, filtering through this document to determine what is required and what is optional requires focused attention. For some, the changes to their current evaluation model may be minor, while others face major revisions in order to be in compliance with the regulations.

In response to member requests, the VSBA is offering one-day workshops that are designed to provide small group support to superintendents and board members responsible for updating their evaluation model. Participants will have the opportunity to review the guidelines in detail and then use them as they draft their own models. Individual consultation and support will be provided throughout the session as participants work on their revisions.

The session will be held at the VSBA offices in Charlottesville from 9:00 am – 1:00 pm, with additional time available until 3:00 pm for individual consultation. The cost is \$150 per person, and preregistration is required.

DATE:
August 7, 2014

TIME:
9:00 a.m. - 1:00 p.m.

LOCATION:
VSBA Offices
Charlottesville, VA

MORE INFO:
[CLICK HERE](#)

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FIRST EVER! VSBA Clerks Conference a Success

On May 15, school board clerks from across Virginia attended a conference at the VSBA offices in Charlottesville to address issues such as the Freedom of Information Act, parliamentary procedure, and other topics relevant to their roles and responsibilities.



Follow VSBA on Facebook!

CLICK HERE



President's Message *Continued from page 1*

among school board members. Inviting others to see your schools, and vice versa, will further grow those relationships and resources. When hosting a visitor, show off what you are proud of within your schools AND highlight your challenges, as well. When you visit new places, ask to see the best and the worst. By doing so, you will acquire valuable information that will enable you to become the best board member you can be. The opportunities to build relationships and help one another are out there. Our successes and our students' successes depend on it. Please consider broadening your horizons; visit other schools outside your division and invite other school board members to your locality. You will gain a better perspective on all that Virginia's public schools have to offer and you will be amazed at what you learn as a result.

In an effort to share all that I experienced on my site visits, I will host a webinar in October and there will also be a forum at the annual convention in November. Thank you for all that you do for the children in our schools and have a wonderful summer.

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2014 VSBA Business Honor Roll

Local businesses have the power to shape community attitudes about public schools, and the VSBA Business Honor Roll is a way for local school divisions to recognize local businesses for their support, especially as schools face increasing budget uncertainty. The Business Honor Roll helps divisions say “thank you” for their vital contributions. Congratulations to the following businesses that were recognized!

Amherst County Public Schools

Sweet Briar College
Peebles
GLAD Manufacturing

Appomattox County Public Schools

Horace Mann

Cumberland County Public Schools

The Woodland

Danville City Public Schools

URW Community Federal Credit Union
First State Bank
Danville Pittsylvania County Chamber of Commerce

Dinwiddie County Public Schools

McCray Electric Company
Wheel Service, Inc.

Fairfax County Public Schools

Time Warner Cable
Apple Federal Credit Union
Fairfax County Chamber of Commerce

Falls Church City Public Schools

Beadazzled
Jhoon Rhee Tae Kwon Do
One More Page Books

Fluvanna County Public Schools

EW Thomas Store
Papa John's
All American Car Wash

Frederick County Public Schools

Chick-fil-A Pleasant Valley Road
Chick-fil-A Rutherford Crossing

Giles County Public Schools

Carilion Giles Community Hospital

Gloucester County Public Schools

WXGM Radio
Chick-fil-A Gloucester

Goochland County Public Schools

The CarMax Foundation
Luck Stone
Dominion Virginia Power

Hampton City Public Schools

Sentara Health Care
Old Point National Bank
Zel Technologies

Henrico County Public Schools

Vulcan Materials

King George County Public Schools

NSWC Federal Credit Union
Sim Ventions
Vision with a Purpose / Eye Care of Virginia

King William County Public Schools

Virginia Dept. of Transportation-King William
Tucker Franklin Insurance Group
Subway-King William

Madison County Public Schools

Weaver Works, Inc.
State Farm

Martinsville City Public Schools

Martinsville/ Henry County Chamber of Commerce
Martinsville/ Henry County Economic Development Corp.
Memorial Hospital of Martinsville/Henry County

Mecklenburg County Public Schools

V.E.T.S., Inc.
Mecklenburg Electric Cooperative
BGF Industries

Montgomery County Public Schools

New River Engraving

Newport News City Public Schools

Dominion Virginia Power
NASA Langley Research Center
Thomas Jefferson National Accelerator Facility

Orange County Public Schools

Mason Insurance Agency
Dogwood Village of Orange County
Wells Fargo Bank

Petersburg City Public Schools

Alpha Kappa Alpha Sorority, Inc. Delta Omega Chapter
Church and Dwight Co., Inc.
Christ and Grace Episcopal Church

Prince William County Public Schools

Apple Federal Credit Union Education Foundation
Dollar Tree

Rappahannock County Public Schools

The Law Offices of John Carter Morgan Jr., PLLC
Colliers International
B&B Signal Co., LLC

Richmond City Public Schools

Dominion Resources

Rockbridge County Public Schools

Scotto's Pizza
Lowe's of Lexington
BP Super Center

Staunton City Public Schools

Jimmy John's Gourmet Sandwiches
Monica Wilson Photography
Valley Honda

Warren County Public Schools

Front Royal Family Practice/Shenandoah Valley Family Residency Program
Zachry Construction/Warren County Energy Partners
Shenandoah Valley Golf Club

Wythe County Public Schools

Food Country USA

Legal Ask the Expert

Q. When must school board members file their Statements of Economic Interest?

A. Each board member must file a Statement of Economic Interest “as a condition of taking office” and thereafter annually on or before January 15. *Va. Code 2.2-3115*. The completed forms are public records and must be maintained in the office of the school board clerk for five years. As a practical matter, it is a good idea for each school board member to keep a copy of each Statement to make it easier to update the form for the next filing.

NSBA Launches National Campaign

In partnership with its state associations, the National School Boards Association (NSBA) has launched www.standup4publicschools.org, an all-new national campaign to highlight the success of public education. The campaign features advertisements with celebrity advocates and public school graduates to tell their stories of public education.

NSBA National School Boards Association

“ WHO I AM TODAY BEGAN WITH PUBLIC EDUCATION ”

GREAT THINGS CAN HAPPEN AT PUBLIC SCHOOLS.



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 All Virginia School Board

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. This group of nine individuals from across Virginia will comprise the *VSBA All Virginia School Board*.

For more information, [CLICK HERE](#)

VSBA Board of Directors

PRESIDENT

Kerri M. Wilson
Harrisonburg City

PRESIDENT-ELECT

Juandiego R. Wade
Charlottesville City

PAST PRESIDENT

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Wythe County

Legislative Positions/ Federal Relations Committee Chair

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Eastern

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Northeastern

Jarvis E. Bailey
Fredericksburg City

Southern

Thomas C. Bullock
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Southside

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Dinwiddie County

Southwest

R. Tyrone Foster
Bristol City

Tidewater

Ruth M. Larson
Williamsburg/James City County

Valley

Leonard S. Stewart, Jr.
Lexington City

Gina G. Patterson, executive director

Peter J. Sengenberger,
assistant executive director



VSBA

Virginia School Boards Association

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.