



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

## ISSUE HIGHLIGHTS

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## DATES TO REMEMBER

**JULY 21**  
New Chairman/Board Member/  
Superintendent Orientation

**JULY 22**  
Conference on Education

**AUGUST 7**  
Superintendent Evaluation  
Workshop

**AUGUST 13**  
Webinar

**SEPTEMBER 11**  
Legislative Advocacy  
Conference

## PRESIDENT'S MESSAGE

It is summer, so I will be brief. I would first like to congratulate all of the new school board members around the state. Service on the board is an essential task and one of the highest honors anyone can have. The future of our Commonwealth and the entire country depends on the kind of job we all do in public schools, and I thank you for your commitment and service.

I hope everyone is enjoying a respite from the last school year and doing things to get re-energized as the next one approaches. My favorite VSBA conference is fast approaching and it is a fantastic launching pad for revitalizing the educator that lives within us all. VSBA's Conference on Education is one of my favorite VSBA events; it's fast paced, filled with creative and innovative ideas, powerful information, best practices, and special guest speakers. The roundtable setting provides a great opportunity to get exposure to numerous areas of interest in a relatively short period of time. There will be multiple sessions in a variety of categories, such as: Administration, Personnel and Finance, Curriculum and Instruction, Facilities, Partnerships, School-Community Relationships, School Law, Special Programs, and Technology.

The Conference on Education is one of the best conferences to bring as many school board members as possible. As a matter of fact, this is a great opportunity to invite administrators, curriculum coordinators, and instructional leaders from your division to join you. There are so many programs to see; if you have multiple division attendees, you can divide, conquer, re-group, and debrief over lunch or the ride home. Not only is this a chance to gain exposure to current best practices and successful programs from around the Commonwealth, it is a great time to meet other board members, superintendents, and leaders from other divisions, too. As you expand your resources and get to know others from different divisions, invite them to your schools and ask to visit theirs. You might even consider planning a trip to see, live and in action, some of the best practices or programs that you learned about at this conference.

As I have been saying all year...*Virginia, we are One!* We are all in this game of education together. Learning and growing from one another is imperative. Helping each other to be successful so that all children succeed is an absolute must. The Conference on Education is the perfect forum to promote this concept; maybe that is why it is my favorite conference. I hope to see you all at the Richmond Marriott on July 22nd.



**Members of the VSBA Board of Directors and Executive Director Gina Patterson sporting their "Stand Up 4 Public Schools" wrist bands—<http://standup4publicschools.org/>**



**Gina G. Patterson**  
VSBA Executive Director

## **FROM THE EXECUTIVE DIRECTOR**

### **OEI is unconstitutional...now what?**

By now I am sure you have all heard the court ruling on the OEI legislation, which threatened to take over underperforming schools around the Commonwealth. The court ruled the legislation to be unconstitutional, and while this is a victory for the VSBA and the school divisions which make up the association, this is but a hurdle in the race to try and ensure that all of Virginia public schools are fully accredited.

From the onset of the passing of the legislation by the 2013 General Assembly, VSBA has maintained that we were never against the concept of state assistance and support for struggling schools. Just the contrary, we applauded the efforts of the former governor to put these divisions at the forefront of his educational agenda. However, we also felt and were backed up by 106 of the 133 school divisions around the state who signed resolutions in support of the lawsuit, that total takeover of a local school from a local school division was not the appropriate manner to go about helping these struggling schools. We believe collaboration and support is the best way to help these schools, not taking local control from the boards that govern them.

In June 2013, the VSBA board of directors formed the task force on schools in challenging environments to take a look at the contributing factors to these underperforming schools and what, if anything, they all had in common. The task force went right to work and in March of this year presented their interim report to the VSBA board of directors and Secretary of Education Anne Holton. The task force also presented some of their work-to-date to the Virginia Board of Education and the April 16th meeting of the task force was attended by Dr. Steve Staples, superintendent of public instruction; Chris Braunlich, president, Virginia Board of Education; Diane Atkinson, member, Virginia Board of Education; and Jim Dillard, member Virginia Board of Education.

We believe the work of the task force and the commitment of the VSBA Board of Directors is moving us in the right direction to find some real solutions for these struggling schools, but we must do this together by working with and through our members for real solutions. The VSBA is committed to the success of every board, every school, and every student in the Commonwealth, and we believe by having REAL conversations about this sometimes difficult issue and the hurdles that impact certain schools from acquiring accreditation we can help move the schools forward.

We are excited by the willingness of the secretary of education, board of education, and state superintendent to want to partner together to tackle this issue. VSBA will continue to lead the conversation and do all we can to bring this issue to the forefront. We are moving in the right direction, but we must do it together.

“ **The VSBA is committed to the success of every board, every school, and every student in the Commonwealth...** ”



**VSBA President Kerri Wilson, U.S. Fourth Circuit Judge Roger Gregory, and VSBA Executive Director Gina Patterson at the VSBA School Law Conference on June 6.**



**U.S. Fourth Circuit Judge Roger Gregory and The Virginia Education Law Group's<sup>SM</sup> Douglas Guynn receive a standing ovation at the VSBA School Law Conference after their presentation, "Brown v. Board of Education - 60 Years Later: The Legacy and Leadership Lessons".**



# The Importance of Grassroots Advocacy

**Emily V. Webb, VSBA Government Relations Coordinator**

You've heard the entire VSBA team talking about the importance of grassroots advocacy for quite some time now, and you'll continue to hear about VSBA's grassroots advocacy plan throughout the summer and start of the school year. As many of you know, we hosted a webinar a few weeks ago outlining the grassroots advocacy team. We had many board members join us to learn more about the team, but if you were unable to join us for the webinar you can access it online **HERE**.

The mission of this group and our entire grassroots advocacy campaign is to build relationships, educate and positively influence the community, business and education leaders, and policy makers. We want to forge key alliances with organizations like the local chambers of commerce, parent-teacher associations, regional workforce and economic development councils, higher education leaders and even the parents at the Saturday morning soccer game. Everyone you meet can be an ally, supporter and resource for public education.

The grassroots advocacy team will focus on key issues, such as challenged schools, additional funding and funding flexibility, and increased access to broadband. All of these issues have significant impact statewide, but we encourage you to discuss other challenges impacting your region or local school division. One-page talking points about these issues will be sent to each of you in the coming weeks to assist you in your advocacy efforts.

You may be saying, "I work full-time, serve as a school board member, and need to get my children to swim practice every night. I don't have time for another commitment." We certainly understand how busy all of you are, but grassroots advocacy can fit into your

daily routine. Some examples of grassroots advocacy include morning coffee with your local chamber of commerce president, writing a letter to the editor highlighting successes at your schools, lunch with your local community college president, a presentation to your regional workforce council or economic development association, or an invitation to tour your schools, attend a school theater production or Friday night football game. These are just a few examples and we encourage you to look for other ways to connect and engage your circle and leaders in your community.

Advocacy is informational and educational. It creates awareness and encourages crucial conversations about important topics that directly impact the community. We need each and every one of you to help us advocate for public education, ensuring we have the infrastructure and resources necessary to educate the students of the 21st Century.

If you would like to join the grassroots advocacy team, please e-mail Emily Webb, VSBA coordinator of government relations, at [emily@vsba.org](mailto:emily@vsba.org).

**Did you miss our free grassroots advocacy webinar? [CLICK HERE](#) to see it today!**





## A Message from the Incoming VASS Executive Director

It is truly my pleasure to share a few thoughts with my friends and colleagues throughout Virginia. I am grateful to all who have expressed their well wishes to me as I embark on this journey as the executive director of the Virginia Association of School Superintendents (VASS). Opportunities do not always align with our personal schedules, but VASS' loss of Dr. Steve Staples as executive director is Virginia's gain as the state superintendent of public instruction. His shoes will be difficult for me to fill but I am looking forward to supporting VASS' membership and all of its partners, which represent some of the best pedagogical minds in the country. I am always in awe of the focused and passionate leadership VASS' members convey each day in serving children and families in the Commonwealth.



**Dr. Howard B. Kiser**  
Executive Director  
Virginia Association of  
School Superintendents

Our task before us is not small and no one individual or organization is able to sway the conversation entirely regarding the improvement of public education in Virginia. Collectively though, our voices can be heard by legislators and policymakers who establish the parameters

by which public education is funded and implemented. VASS has had a strong partnership with VSBA and I will work hard to continue that partnership to ensure that best practices in local school districts drive legislation and policies. Whenever school board members and district school leaders are aligned in thought and practice, students and families benefit.

deemed to be successful or struggling.

As educators, we know that quality assessment is integral to effective instruction for the purpose of targeting student performance. We also know that quality instruction includes the opportunity for children to explore, experiment, debate, fabricate, and to wonder about the world around them and

“Whenever school board members and district school leaders are aligned in thought and practice, students and families benefit.”

All who worked diligently toward the ruling that declared the state's Opportunity Educational Institution unconstitutional are to be congratulated. We are also grateful to those who supported the delayed implementation of the A-F labeling of schools in Virginia. Improving teaching and learning is not easy but simply usurping the authority of local boards and mislabeling schools are not the answers. Accountability is required, but multiple and appropriate measures may be needed to move any labeling of schools and districts toward a system that is appropriate. One might argue that a holistic approach is required to determine the criteria by which schools are

how they will integrate into that world as engaged and contributing members. How to balance these components under the accountability umbrella is difficult when public criticism and limited resources continue to shower down on the umbrella. Challenges do not equate to impossibility, but collectively Virginia has enough great minds to press the debate and conversation that will improve the process of teaching and learning.

VASS stands ready to work with Ms. Gina Patterson and all of VSBA's staff, as well as school boards throughout Virginia in their often thankless tasks associated with school division governance. I wish all a productive 2014-15 school year and I look forward to working with you.





# UPCOMING **VSBA** EVENTS, WORKSHOPS & TRAINING

**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 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 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; Governor Terry McAuliffe is the invited luncheon speaker; and attendees will hear from the Magna Award Winning Westside Debate Team from Roanoke City Public Schools.

**August 7, 2014**

**Superintendent Evaluation Workshop**

**LOCATION:** *VSBA Offices, Charlottesville*

DETAIL: What are the new 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. Individual consultation and support will be provided throughout the session as participants work on their revisions.

**August 13, 2014**

**Courthouse Steps to Schoolhouse Gates: Working with Court-Involved Children**

**LOCATION:** *Webinar*

DETAIL: When students are involved in court matters -- whether those matters pertain to custody, delinquency, dependency, or other situations -- schools can often be caught in the middle. When faced with an alphabet soup of abbreviations and court terms (PO? GAL? CASA? ACA? CHINS? SDT?), and a lengthy list of involved players, every school that serves court-involved children (which is to say, every school) needs a roadmap to help understand the court process.

**September 11, 2014**

**2014 VSBA Legislative Advocacy Conference**

**LOCATION:** *Charlottesville Doubletree*

DETAIL: This "don't miss" conference will highlight upcoming issues for the 2015 legislative session, hot topics in education policy, best practices in local and state-level advocacy and ways to engage your community leaders and elected officials. You'll have a chance to network with our state's policy makers, hear from General Assembly members from across the Commonwealth, and learn how to make your voice effective in your community and in Richmond. Please join us for what is sure to be an exciting and informative conference!

For information on any of these opportunities, visit the "Meetings & Conferences" tab on the VSBA web site: [www.vsba.org](http://www.vsba.org)



### IMPORTANT INFORMATION!

# VSBA ANNUAL CONVENTION 2014

## General Session Speakers:

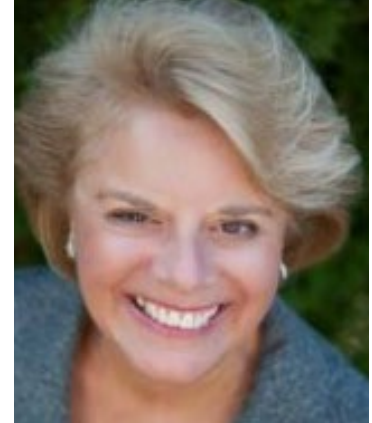
**DATE:**

November 19 – 21, 2014

**LOCATION:**

Doubletree by Hilton  
Williamsburg

**Call for Presentations:**



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**

**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.

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**VSBA 5K walk/run**  
promoting physical activity in schools

virginia school boards association  
annual convention,  
Williamsburg, VA

November 19, 2014  
7:00am

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**For regularly updated information, visit the Annual Convention page of the VSBA web site.**

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# MOSELEY ARCHITECTS



# 2014 VSBA Student Art Contest Winners by Region CONGRATULATIONS!

### Blue Ridge

*Maria Nguyen* – Burlington Elementary School (Roanoke County)

*Hazel Lazaga* – Hidden Valley Middle School (Roanoke County)

*Hunter Bell* – Salem High School (Salem City)

### Central

*Madeline King* – Emerald Hill Elementary School (Culpeper County)

*Deana Abdullah* – Culpeper Middle School (Culpeper County)

*Tea Jofeliz Carballo Rinonos* – Albemarle High School (Albemarle County)

### Eastern

*Madison Adkins* – Potomac Elementary School (King George County)

*Katie Bruneault* – Northumberland Middle School (Northumberland County)

*Noah Hook* – Lancaster High School (Lancaster County)

### Northeastern

*Nina Lam* – Eagle View Elementary School (Fairfax County)

*Nana Akua Kessie* – Mercer Middle School (Loudoun County)

*Leanne Bousquet* – Massaponax High School (Spotsylvania County)

### Southern

*Hailey Marihugh* – Chase City Elementary School (Mecklenburg County)

*Jasmine Oedina* – Linkhorne Middle School (Lynchburg City)

*Aysia Brown* – E.C. Glass High School (Lynchburg City)

### Southside

*Sabine Rucker* – Randolph Elementary School (Goochland County)

*Leslie Garcia-Gonzales* – Pocahontas Middle School (Henrico County)

*Taylor Buchanan* – Amelia High School (Amelia County)

### Southwest

*Abigail Austin* – Lebanon Elementary School (Russell County)

*Adrienna Griffith* – Richlands Middle School (Tazewell County)

*Alyssa Mabe* – Union High School (Wise County)

### Tidewater

*Makayla M. Franklin* – Magruder Elementary School (York County)

*Molly Sperry* – LPJ Middle School (Surry County)

*Tyler Grimsley* – Churchland High School (Portsmouth City)

### Valley

*Madison Coslett* – Waddell Elementary School (Lexington City)

*Ella Kearny* – Thomas Harrison Middle School (Harrisonburg City)

*Tristan Turner* – Waynesboro High School (Waynesboro City)

Legal

## Ask the Expert

### Q. Must the superintendent file a Statement of Economic Interests?

**A.** This is a local decision; each school board decides which staff members must file a Statement. Each staff person required by the school board to file a Statement of Economic Interests must file it as a condition of assuming office or employment and thereafter annually on or before January 15. If your school board has decided that the superintendent, or any other staff member, must file a Statement, it has probably adopted VSBA Policy CBCA. The completed forms are public records and must be maintained in the office of the school board clerk for five years.

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## NSBA Center for Public Education Report Shows Mayor-School Board Collaboration Strengthens School Governance



Collaboration between mayors and school boards—not mayoral takeovers—can lead to better school governance and student achievement, according to a new report by the Center for Public Education at the National School Boards Association (NSBA).

“Toward Collaboration, Not A Coup: What the research says about mayoral involvement in urban schools,” explores the intersects between effective school boards and involved mayors. In its review of existing research on mayoral control, the report categorizes the various existing forms of mayoral involvement, examines benefits and challenges for school districts, then argues for effective relationships between school boards and mayors.

The report recommends several steps for mayors and school boards to work collaboratively to improve student achievement, including:

- Formal and informal processes for coordination between the mayor’s office, school boards, and superintendent;
- Clearly defined areas of responsibility for the school board, mayor’s office, and other agencies that are involved;
- Media coverage and community outreach to increase voter participation in school board elections; and
- Professional development for school boards and other leadership teams.



## Are Your Employees, Students, Parents & First Responders Ready to React, Respond and Reunify?

Columbine. Sandy Hook. Arapahoe. Reynolds High. You know what happened at each, but you never want to believe that your school could be next, but the reality is, any school, in any community, can be. After Sandy Hook, most schools turned their attention to preventing an exterior threat from gaining access to a school. Tragically, we were recently reminded that it’s nearly impossible to prevent a student from arriving on a school bus and entering their school like every other student from becoming an active shooter. You can’t prevent it. But you can be better prepared for it.

**“As a benefit of membership, VSBA member divisions can sign up and use the free version of the Share911.com application at no cost and there is no equipment to purchase.”**

For that reason, the Virginia School Boards Association is pleased to announce a partnership with Share911.com, a private and secure web application that lets your employees, students, parents and first responders share real-time information with one another during any kind of emergency.

Share911 utilizes a unique, three-step approach to improving emergency response in schools:

- **React** – Employees can activate lockdown or evacuation procedures from wherever they are instead of having to get to a PA system or alarm button. Their alert is sent electronically to every administrator, employee and students with mobile devices instantly, wherever they are. Empowering your employees can save time and lives, by separating the threat from their target or getting people away from danger.
- **Respond** – First responders can be notified directly, right on their own mobile devices, when an alert has been issued, letting them know that they need to get to your school. First responders see real-time data, coming directly from your employees and students electronically, showing them exactly where the threat is or where people are trapped or injured.
- **Reunify** – When a major event has occurred, your employees and students may not be able to return to their school. They need to be reunified with their families, and for parents this can’t happen fast enough. Everyone wants to know that their child is ok, so Share911 makes the reunification process seamless by enabling parents to get real-time information about where they need to go and what they need to do, while maintaining the chain of custody for each student.

From start to finish, implementing Share911 in your schools helps you be better prepared.

As a benefit of membership, VSBA member divisions can sign up and use the free version of the Share911.com application at no cost and there is no equipment to purchase. To sign up or request a demonstration, visit <http://about.share911.com/vsba/> or call Erik Endress at 201-320-3216.





### 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 Delegate Assembly – Delegate & Alternate Delegate Names Due by August 1

The VSBA Delegate Assembly will take place at the 2014 VSBA Annual Convention. It is important that all member school boards be represented when the Delegate Assembly convenes since the action of the Delegate Assembly determines the issues that will be lobbied on your behalf in Richmond and Washington.

[SUBMIT NAMES HERE](#)

## VSBA Board of Directors

#### PRESIDENT

Kerri M. Wilson  
Harrisonburg City

#### PRESIDENT-ELECT

Juandiego R. Wade  
Charlottesville City

#### PAST PRESIDENT

Roy K. Boyles  
Warren County

#### COMMITTEE CHAIRMEN

**Finance/Audit Committee Chair**  
William S. Kidd  
Wythe County

#### Legislative Positions/ Federal Relations Committee Chair

Robert L. Hundley, Jr.  
Hanover County

#### MEMBER-AT-LARGE

Scott M. Albrecht  
Manassas City

#### REGIONAL CHAIRMEN

**Blue Ridge**  
Penny Franklin  
Montgomery County

#### Central

Camilla Washington  
Fluvanna County

#### Eastern

Donald M. McCann, III  
Lancaster County

#### Northeastern

Jarvis E. Bailey  
Fredericksburg City

#### Southern

Thomas C. Bullock  
Mecklenburg County

#### Southside

Gregory K. McCammon  
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.