



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

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

AUGUST 7
Superintendent Evaluation
Workshop

AUGUST 13
Webinar - Courthouse Steps to
Schoolhouse Gates: Working
with Court-Involved Children

SEPTEMBER 11
Legislative Advocacy Confer-
ence

OCTOBER 3
Hot Topic Conference

NOVEMBER 19-21
VSBA Annual Convention

PRESIDENT'S MESSAGE

It's "Back to School" time! This is a great time of year, the excitement is palpable, and the energy is infectious in every school and every classroom across the state. Staff and students alike are rested and ready to engage in academia. School board members, I hope you have taken advantage of some opportunities for group and individual professional development, growth, and learning over the summer through board retreats and VSBA conferences. Your continuous endeavor to learn and grow as a board member is the key to your individual success and your board's effectiveness. The beneficiaries of your efforts to be leaders, advocates, and supporters of public education are not just the students in your division, but all the students throughout the Commonwealth.

As this new school year launches, set a realistic and achievable expectation for yourself and your board to work together in a cordial and respectful manner for the greater good of your division. Yet, aim high, dream big, and expect greatness. If there are new members on your board, respect their fresh perspective and encourage them to ask questions, mentor them, and bring them into the fold. If there are conflicts within your board, set about to intentionally resolve them as soon as possible.



VSBA President Kerri Wilson visits Culpeper County Schools. From left to right: Culpeper School Board Member Betsy Smith, VSBA President Kerri Wilson, Culpeper School Board Member Michelle North, and Culpeper School Board Vice-Chair Elizabeth Hutchins.

Only "The Board" has the power to effect change, not an individual board member, and if there is strife among the group it will only create roadblocks which will likely prevent you from achieving your goals. If there are stumbling blocks, seek help.

**Virginia,
we are
ONE!**

Remember, we are all in this game of education together. VSBA wants you to be the best board members and the best boards that you can be. We want everyone to be effective in their role as a board member. There are valuable services at your disposal through VSBA that can assist you individually and as a group; conferences, legal advice, policy recommendations, strategic planning, board development, and so much more. If there is ever anything you need, VSBA is here for you.

Please take the time to network and get to know other board members from around the state, use them as resources, and share your knowledge with them. Look for ways to learn from other divisions and assist them, too, if possible. Virginia, we are One!



Petersburg City Schools Year-round School Kick-off Rally at Peabody Middle School. From left to right: VSBA Executive Director Gina Patterson, Virginia State Superintendent Dr. Steve Staples, VSBA President Kerri Wilson, Petersburg Superintendent Dr. Joseph Melvin, and Petersburg School Board Member Atiba Muse



Gina G. Patterson
VSBA Executive Director

FROM THE EXECUTIVE DIRECTOR

The Role of the School Board Chairman

From time to time I get calls from boards wanting to know what is the best way to elect a board chair/vice-chair, and if there is a steadfast rule. My answer is always, no. How the process is done is as varied as the school divisions that makeup the Commonwealth. No matter how the process is handled, serving as a school board chair is a taxing job. The board chair is voice, meeting planner, organizer, delegator, team-builder, parliamentarian, liaison and sounding board. With all these tasks, it is important that everyone know the skills required of school board chairs. It is imperative for every member of the governance team to support the work of the board chair and encourage that person to build the skill sets needed to be as successful as possible.

- Strong board chairs work well with others.
- Strong board chairs are good listeners and effective communicators.
- Strong board chairs are trustworthy.
- Strong board chairs have the time and the willingness to assume the extra duties associated with the position.
- Strong board chairs have a tough outer shell, and are able to view disapproval as a legitimate concern for the division, not as personal insult.
- Strong board chairs will require closer involvement with the superintendent.
- Strong board chairs draw a line between being an involved chair and overstepping the role into the job of superintendent.
- Strong board chairs can work in accord with the superintendent and vice-chair to set the agenda.
- Strong board chairs can maintain organized and productive meetings. The chair must be able to maintain a comfortable pace in conducting the meetings, balancing discussion on agenda items, and knowing when it is time to move on and take a vote on a particular issue.
- Strong board chairs must be knowledgeable in parliamentary procedures.

Remember, serving as the board chairperson is very important; take the time to evaluate who on your board can bring the greatest benefit to the division by serving in this important role.



Connect With VSBA

E-mail khodges@vsba.org to receive the Virginia Daily Education News, a daily update (Monday through Friday) of education news throughout Virginia.



Conference on Education

Governor Terry McAuliffe, Virginia First Lady Dorothy McAuliffe, and National PTA President Dr. Otha Thornton Address Attendees at VSBA Conference on Education

The VSBA Conference on Education offered participants the opportunity to learn about successful educational practices occurring throughout Virginia. Participants had their choice of more than 40 mini-workshops on topics such as school law, curriculum and instruction, technology integration, community relations, school safety, testing, finance, special education, and community partnerships.

It was a very exciting and fast-paced event, with attendees having the opportunity to hear from Governor Terry McAuliffe, Virginia First Lady Dorothy McAuliffe, National PTA President Dr. Otha Thornton, and the award-winning Westside Debate Team of Roanoke City Public Schools.



Westside Debate Team Members & Coach/Adviser Jeffrey May



Governor McAuliffe



National PTA President Dr. Otha Thornton

Legal

Ask the Expert

Q. How does a special meeting get called?

A. It's a local decision. School boards which have adopted VSBA sample policy *BDB Special School Board Meetings* hold special meetings when called by the chair or by two or more school board members. That policy also provides that special meetings may be held as long as each board member is notified or a reasonable attempt has been made to notify each member. Notice of a special meeting must be given to the public at the same time notice is given to the school board members.



2014 VSBA Food For Thought Competition Winners Recognized

Three school divisions received top honors in the 2014 VSBA Food for Thought Competition, which was created in 2012 to educate, engage, and empower school leaders to address childhood hunger and provide all students in Virginia with healthier, more nutritious school meals. Winning divisions were recognized by Virginia First Lady Dorothy McAuliffe at the VSBA Conference on Education on July 22 at the Richmond Marriott.



HEALTHY SCHOOL MEALS



FALLS CHURCH CITY PUBLIC SCHOOLS

From left to right: Board Chair Susan Kearney, Board Member Michael Ankuma, Virginia First Lady Dorothy McAuliffe, Board Member Margaret Ward, and Superintendent Dr. Toni Jones.

WELLNESS AND PHYSICAL ACTIVITY



CUMBERLAND COUNTY PUBLIC SCHOOLS

From left to right: Assistant Superintendent for Finance and Operations Dr. Chip Jones, Board Vice-Chair George Reid, Virginia First Lady Dorothy McAuliffe, Director of Human Resources Elizabeth Jamerson, and Superintendent Dr. Amy Griffin.

MEAL ACCESS TO FIGHT HUNGER



ISLE OF WIGHT COUNTY PUBLIC SCHOOL

From left to right: Superintendent Dr. Katrise Perera, Board Vice-Chair Kent Hildebrand, Virginia First Lady Dorothy McAuliffe, Board Member Tina Hill, Board Chair Julia Perkins, and Board Member Denise Tynes.





UPCOMING VSBA EVENTS, WORKSHOPS & TRAINING

WEBINAR
Register today!

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!

October 3, 2014
Hot Topic Conference — 2 HOT TOPICS!

LOCATION: Charlottesville Doubletree

DETAIL: “The Data Made Me Do It! Using Data for Continuous School Improvement.” Data is fundamental to effective school board governance. Yet many school board members aren’t experts in education data. Explore how school boards can use data to set goals, align resources, and monitor actions to improve outcomes for their students. Learn how boards are increasingly using data to inform their decisions about student achievement. This

workshop was developed by NSBA’s Center for Public Education in partnership with state school boards associations in California, Illinois and Michigan.

“Does School Board Leadership Matter?” What role do school boards play in student achievement? Does it matter when and how board elections are held? Is a board member’s political ideology and background linked to his or her knowledge of the district? Join Amber Northern, vice president for research at the Thomas B. Fordham Institute, as she discusses the findings in Does School Board Leadership Matter?, a study on the capacity of local school board members to lead their districts effectively. Culling results from a national survey data of school board members, Northern concludes that school board members and their attitudes do matter—and therefore it’s important to take seriously who gets elected and how that is done.

be more flexible
regular fitness walking promotes flexibility and good posture




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

virginia school boards association
annual convention,
Williamsburg, VA

November 20, 2014
7:00am

proudly sponsored by

<http://gogreenva.org/?/challenge/participate/id/2>

The 2014 VSBA Green Schools Challenge is now available. Please complete the challenge by September 30, 2014. For more information, please

CLICK HERE

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



VSBA Grassroots Advocacy



DOWNLOAD TODAY!

The importance of advocacy and grassroots advocacy is a central component of VSBA and the government relations strategy of the association. It is key for board members to engage all stakeholders, including parents, business, community and higher education leaders, local organizations, and policy makers in the work of creating a successful public school system for their community. We must ensure that we have the resources, programs, and technology to successfully develop and educate the students of the 21st Century.

The VSBA Grassroots Advocacy Guide will give you the tools to help you customize your advocacy plan for your local school division by providing helpful tips, sample action plans, and informative white papers with talking points on three key topics: funding and flexibility, challenged schools, and access to technology and broadband internet.

Included in the Grassroots Advocacy Guide:

- An overview of VSBA Grassroots Advocacy
- Important questions to ask when developing your division's advocacy plan
- Sample Advocacy Action Plan
- Funding and Flexibility White Paper
- Challenged Schools White Paper
- Increased Access to Technology and Broadband Internet White Paper

Thank you for your support in making VSBA's grassroots advocacy initiatives a success. Please contact Emily Webb, government relations coordinator, at 434-295-8722 or emily@vsba.org with any questions, comments or suggestions.

COMMUNICATIONS TIP

Social Media

Pre-scheduling Facebook posts and Twitter updates has some great advantages. Not only does it allow you to create batches of messages at one time and schedule messages to go out when you are not in the office, it also helps ensure regular/ongoing social media activity. However, it is very important to keep these pre-scheduled posts and updates on your calendar in the event of an emergency or unexpected issue. As an example, should a school suddenly go into lockdown, parents may rely on your social media feed to provide updates. We don't want a pre-scheduled post going out reminding parents of picture day in the midst of an anxiety-ridden time. Pre-scheduled Facebook posts and Twitter updates are great, but be sure that these are not forgotten in the event that your school or division finds itself in the midst of a crisis or serious issue.



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One School at a Time.**

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IMPORTANT INFORMATION!

VSBA ANNUAL CONVENTION 2014

General Session Speakers:

Register for the Annual Convention today!



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.



ANNUAL CONVENTION
NOVEMBER 19-21, 2014
WILLIAMSBURG, VIRGINIA



Download the 2014 Annual Convention Brochure

Thank you to the VSBA Annual Convention Event-Level Sponsors

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IMPORTANT INFORMATION!

VSBA ANNUAL CONVENTION 2014

VSBA Early Bird Sessions

Wednesday, November 19, 2014

9:30 a.m.—Noon

Anatomy of a School Board Disciplinary Hearing

Members of the VSBA Council of School Attorneys will present a comprehensive training designed to help school board members understand the substantive and procedural law governing student disciplinary hearings, implement appropriate procedural guidelines, document board action for potential legal challenges, and develop strategies to conduct fair hearings within practical limitations. Attendees will be entertained with a “live disciplinary hearing”, during which the participants will confront many of the challenges which arise in such hearings. This training will also provide many practical tips and “no-no’s” gleaned from the collective experience of the panel members. Moderated by Mary McGowan, a partner with the law firm of Blankingship and Keith.

Parliamentary Procedures

Can one ever have too much training on parliamentary procedure? Never, you say? Here is a three-hour hands-on session that will help you become more efficient and your board more efficient. Presented by Carlos Clanton, executive director for the Office of Community Engagement & Strategic Partnerships for Norfolk Public Schools and the Norfolk Education Foundation, and policies & procedures chair for the National Urban League Young Professionals.

Don't Miss Out!

- Student Achievement Fair
- Exhibitors Scholarship
- Daily General Sessions
- High School Video Contest
- Exhibition of School Architecture
- Breakout Session Tracks
- Daily Door Prizes
- Regional Meetings
- Networking Stations

Signs of Success Poster Contest

Create and submit a poster illustrating your division's favorite success story! The success can be large or small—no achievement is insignificant—as long as your division wants to share it and celebrate it with others. The posters will be displayed in a designated “Signs of Success” location, showcasing the outstanding ideas, achievements and programs taking place in our public schools. The poster session will last the duration of the Annual Convention. For more information, visit the **Annual Convention page** of the VSBA web site.

Check us out on YouTube:

www.youtube.com/watch?v=1cl4WgKObuo





BOD Nominating Committee Recommendations

The VSBA Board of Directors nominating committee has recommended William S. Kidd (Wythe County) as the 2015 president-elect, and Scott M. Albrecht (Manassas City) as the 2015 at-large member. These recommendations will be brought before the VSBA Delegate Assembly for a vote at the VSBA Annual Convention in November.

Kidd has been a member of the Wythe County School Board since 2006. He has served as a VSBA at-large member, chair of the Blue Ridge Region, and chair the VSBA finance/audit committee. He has also represented the VSBA on the DOE Teacher of the Year Selection Committee, and currently serves on the Board on Virginia Education Technology Advisory Committee and Virginia Partnership for Out-of-School-Time (VPOST) Committee.

Albrecht has been a member of the Manassas City School Board since 2000, and currently serves as vice-chair of the Manassas Board. He also has served on the board for the regional Governor's School at Innovation Park. Albrecht is currently the VSBA at-large member, and has previously served as chair of the Northeastern Region, a member of the VSBA Insurance Pools Supervisory Board, and a member of the VSBA Federal Relations Network.



William S. Kidd



Scott M. Albrecht

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

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Penny Franklin
Montgomery County

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Camilla Washington
Fluvanna County

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Donald M. McCann, III
Lancaster County

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Dinwiddie County

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Tidewater

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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.