



**VSBA President  
Juandiego Wade**  
Charlottesville City School Board

## ISSUE HIGHLIGHTS

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## DATES TO REMEMBER

**JANUARY 12**  
Webinar – FOIA

**JANUARY 26-27**  
Capital Conference

**JANUARY 27**  
New Chair/Member/Superintendent Orientation

**FEBRUARY**  
School Board Appreciation Month

**FEBRUARY 16-20**  
Clerk Appreciation Week

## PRESIDENT'S MESSAGE

First, I would like to thank you all for your confidence and support of me in my role as president of the Virginia School Boards Association. I am honored to serve in this capacity and look forward to working with you this year. I would like to congratulate all the new school board members across this great Commonwealth. I met many of you during the Annual Convention; you all were excited and ready to serve and learn.

My friends, our work as school board members is critical. There is no work more important than what you do. Every day, a young Virginian learns more, grows more, and expands their horizons—all because of the decisions we make. We must educate ourselves in order to make these decisions. The Virginia School Boards Association can be your vessel to learn about best practices, share success stories and to meet other board members from around the state. The VSBA core mission is to strengthen and empower school boards.

The New Year will bring many opportunities to learn how to be a more effective school board member. The first opportunity is the Capital Conference that will take place January 26-27, 2015 at the Richmond Marriott. This is timely as the General Assembly is in session. Attendees will receive an overview of the governor's budget amendments and VSBA's legislative priorities to help prepare you for your legislator visitor. VSBA has added another "day on the hill" after crossover day. This will give school board members an additional opportunity to meet with their legislators as the session is nearing an end.

### February School Board Appreciation Month

Salute the service of the almost 850 school board members in Virginia in February 2015 during School Board Appreciation Month. The theme — *Student Focused Leadership* — reflects the top priority of local school board members as they advocate for public education with local, state, and federal leaders. Use the month to highlight the accomplishments of your local board, and encourage community leaders, business partners and local civic groups to join in your recognition efforts.

For our new school board members and superintendents, we have just the conference for you! On January 27, at the same location of the Capital Conference, there will an orientation for new school board members and superintendents. This conference proved to be very useful for me with topics covering ethics, school law, parliamentary procedure, budgets, board/superintendent roles, teamwork, and more. And for the new chairs and vice-chairs, there will be a separate conference for you with experts in a variety of areas addressing many important topics such as the legal authority of the chairman, handling media inquires, and parliamentary procedure.

All of this and it is only January! Whew... VSBA will be offering a host of hot topics conferences, webinars and trainings for its members. If there is something we can do to serve you better, please let me know. My email address is [juanschoolboard@yahoo.com](mailto:juanschoolboard@yahoo.com).

I have the honor of working with a spectacular staff at VSBA. Please take a moment at the next VSBA event to meet them and see how they can support you: Gina Patterson, executive director; Peter Sengenberger, assistant director; Emily Webb, coordinator of government relations; and Elizabeth Ewing, staff attorney and director of legal and policy services.

The VSBA is your organization! We are here to serve you. Please do not hesitate to contact VSBA or me if we can improve our service to you.

Have a great 2015 and thank you for your service to the students of this great Commonwealth.

### February 16-20 School Board Clerk Appreciation Week

The VSBA Board of Directors has designated the third week in February as VSBA School Board Clerk Appreciation Week, with a goal of building awareness of the role board clerks play in assisting school board members, superintendents, and our local schools. Please plan now to show your local clerks you appreciate their work.

**Reminder:** *Bullying Prevention Month* has been moved to October (from January) to align with National Bullying Prevention Month.



**Gina G. Patterson**  
VSBA Executive Director

## FROM THE EXECUTIVE DIRECTOR

### February is the month to celebrate school board service in Virginia

Virginia School Board Appreciation Month is an annual time for people around the state to express their appreciation to the men and women who volunteer to govern the affairs of our local public schools. The job of a school board member is often thankless and covers the executive, legislative and judicial functions of school operations.

- They serve an executive function by hiring a superintendent, and then must work with the superintendent to adopt a budget for the division.
- They serve a legislative function by adopting the vision and policies that guide the division into the future.
- They serve a judicial function by serving as jurors in any discipline proceedings that need to be conducted in a division.

Within the context of all these functions, there are many opportunities to fall out of favor with various segments of the community. But through all of this, 847 Virginians still volunteer to come forward and commit their time and energy to govern the affairs of their local school divisions.

Governor McAuliffe has recognized February as School Board Appreciation Month in the Commonwealth. VSBA joins the Governor in recognizing and acknowledging the significant contributions made by our locally elected and appointed school board members who ensure the delivery of quality education for our children.

### Welcome New School Board Members

Congratulations on being elected or appointed to your local school board. There is no greater role than serving as a member of the governance team that provides educational opportunities for the children in your division!

Please know that the VSBA, your association, is here to assist you in your role as a school board member. VSBA was formed in 1906 to assist local boards and their divisions. This means that VSBA is YOUR organization and exists to serve you. We provide a wide variety of programs and information to assist you and your division whatever your needs may be. If you have not already done so, please take a moment and visit the VSBA website to see all the many resources the association has to offer. Feel free to pick up the phone and call us anytime at 800-446-8722 should you have any questions.

We look forward to seeing you at the New Member Orientation on January 27 at the Richmond Marriott. If you haven't yet done so, there is still time to sign up and attend.



**DonorsChoose.org**  
Teachers ask. You choose.

### DonorsChoose.org = Classroom \$\$\$ Opportunity

Are your teachers taking advantage of DonorsChoose.org? DonorsChoose.org allows public school teachers to post classroom project requests, which are then funded by donors interested in the project.

**70% of the projects listed get funded, and the website is completely free for teachers to use.**

Check out these amazing Virginia statistics:

- Dollars raised: \$4,136,273
- Students helped: 218,122
- Projects funded: 8,843



**Don M. McCann**  
**VSBA Board of Directors**  
**Finance/Audit Committee**  
**Chairman**  
**Lancaster County School**  
**Board**

## Report on a Regional Forum for CTE (The Elephant in the Room)

By Don M. McCann

Let there be no doubt, most of us have been ensnared by the virtual world in one form or another. And yet, we live in a physical world and when the car breaks down, the lights don't work or the house needs renovation, we are going to call a qualified technician to affect a repair. Chances are that technician has attained his or her credentials through some form of career and technical education (CTE). From my count there are eleven regional CTE centers scattered throughout the Commonwealth. And in my opinion they are the poor step children of our public education system. There is no hard and fast reason for this, other than the fact that we, all of us, educators, parents, politicians alike, have been promoting the concept of a college education as the only way to succeed in this world. Yet the average attrition rate of college freshmen is 25%. And more to point, how many of you know of a college graduate unable to find employment? Somehow we have gotten derailed with regard to our view of skilled trades and craftsmen. I am not alone in my lament, check out the book *Shopcraft as Soulcraft* by Matthew B. Crawford, or watch Mike Rowe's testimony before the Senate Subcommittee on Commerce, Science and Transportation or examine his web site. This social stigma or stereotype creates a barrier which prevents curious problem solvers from taking a path which might otherwise prove quite rewarding.

To that end, the Northern Neck Technical Center (NNTC) hosted a continuing educational forum entitled, "Connecting the Dots IV" at the Tides Inn in Irvington, Virginia on November 10, 2014. Our intent was to gather representative stakeholders including educators, guidance counselors, industry representatives and elected officials, to determine how we might improve our educational format through incorporation of our STEM academy into all components of the curriculum. Simultaneously, we wanted to examine how to remove the barrier of the stereotype so parents and guidance counselors were more comfortable with a CTE career pathway.

In order to set the tone of the forum we asked the Honorable Joan Wodiska, member of the Virginia State Board of Education and former president of the Virginia School Boards

Association, to speak from a global perspective with regard to education. Joan spoke on the increasing need for education nationally. Of the top 45 jobs in Virginia in 2020, 35 will require some postsecondary education and only 9 will have a minimum of a high school diploma. She spoke about her recent trip to Viet Nam and the importance of understanding the global educational process. Viet Nam is the 9th largest exporter of students to U.S. colleges, all of whom excel academically. And yet, she was asked by one leader how one goes about teaching creativity. Creativity and problem solving is our greatest attribute. "The job war is real," Wodiska noted, "We have to reinvent ourselves. Your success will be determined by leadership. We all have to be pioneers in education."

Lee Browning, principal at Spotsylvania Technical Center, continued the theme of Career Education by again identifying that pesky stigma attached to a trades career path. He also noted that skilled tradesmen are aging and there is an acute need of qualified, skilled applicants in many fields. In 2022, 500,000 new jobs will be in Virginia. Forty-five percent of those jobs will require specialized technical skills and training. He cited four key core ways to address the problem: **alignment** – equip students with 21st century skills that prepare them for in-demand industries; **collaboration** – employers must be full partners with education and all education groups must align their training cohesively; **accountability** – rigorous academic and technical skills assessment, and **innovation** – local and state policies must support exemplary studies.

Dr. Greg Smith, superintendent, Richmond County Schools and the NNTC, continued by highlighting the importance of 21st century learning. He then led the group discussion as to how the center could improve its curriculum and change the perception of CTE education.

The forum concluded on a high note, with a set of directions as to how we see our way forward, one step at a time. We certainly did not achieve as much as I would have liked, but we accomplished a great deal simply by bringing most of the stakeholders together for a day. And in the end, we all know how to eat an elephant.

**MIKE ROWE'S**  
**SENATE**  
**TESTIMONY**

**MIKE ROWE'S**  
**WEB SITE**



# “Practices of Promise for Schools in Challenging Environments”

## December 11, 2014 Summit

This one-day summit, a product of the VSBA Task Force on Schools in Challenging Environments, was a partnership with the Office of Governor Terry McAuliffe, the Virginia Department of Education, the VCU School of Education, and the Virginia Association of School Superintendents. The event highlighted the task force’s work and featured research and best practices from educational leaders from across the Commonwealth, including school board members, superintendents, central office and building level staff, local and state government officials, and representatives from the organizations listed above.



**CLICK  
HERE**

For copies of handouts and presentations from the summit:

## 2015 VSBA Showcases for Success

### WHAT IS THE VSBA SHOWCASES FOR SUCCESS?

As a means of encouraging community awareness and positive press coverage of public education, the Virginia School Boards Association is inviting school divisions to recommend programs and initiatives that would serve as appropriate “Showcases for Success” in public education. Last year, more than 100 programs were profiled and the list was shared with journalists, school board members, superintendents, legislators, and top state officials. Press coverage was generated statewide, and this project served to be an effective tool for disarming the critics of public education. We are compiling a new list for 2015, and these successful programs will be showcased on the VSBA web site for the entire year.

### WHAT ARE THIS YEAR’S CATEGORIES?

The submission categories are Virtual/Blended Learning and Career & Technical Education.

### HOW MANY PROGRAMS/INITIATIVES CAN A DIVISION SUBMIT?

Each division can submit up to 3 programs/initiatives. The submissions do not all have to be in the same category, which enables

divisions to highlight both Virtual/Blended Learning and Career & Technical Education programs.

### HOW CAN I SUBMIT?

Submit online at <https://www.surveymonkey.com/s/2015VSBAshowcases>

### WHAT IS THE DEADLINE FOR SUBMISSION?

Friday, February 20, 2015

### WHO DO I CONTACT IF I HAVE A QUESTION?

Peter Sengenberger, assistant executive director, at [peter@vsba.org](mailto:peter@vsba.org) or 434-295-8722





### Ask the Legal Expert

**Q. Do the records retention rules apply to social media posts?**

**A.** Posts made or received in connection with a school board's business are public records. As is the case for email, the retention period is determined based on the content of the message, not the format. Thus, the same retention period applies to social media posts that would apply if the information was distributed via letter or email. Each school board determines how it will retain posts that are under its control. When the board does not have control of the post (such as is the case for Facebook or Twitter) the board needs to determine what records it can retain, such as confirmations of each posting or screenshots. Each school board, or its records officer(s), should consider these issues when it reviews contracts with social networking sites and the settings configuration for each social networking account.

### Superintendent Evaluation: Developing a Model to Meet VDOE Guidelines

- 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?
- What types of student achievement goals can be used and how will they be rated?
- What level of goal achievement is required for a proficient rating?

The Guidelines for Uniform Performance Standards and Evaluation Criteria for Superintendents developed by the Virginia Department of Education provide a wealth of information regarding the new requirements. 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.

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.

**DATE:**

March 3, 2015

**TIME:**

9:00 a.m.–1:00 p.m. with additional time available until 3:00 p.m. for individual consultation.

**LOCATION:**

VSBA Offices, 200 Hansen Road, Charlottesville, VA

**COST:**

\$150 per person; \$200 after February 17, 2015

**REGISTER TODAY!**

### Facilitated Board Self-Evaluation

Board self-evaluation provides more than just accountability and communication. It provides an opportunity for building the best possible leadership for the division and community. Commitment to quality, excellence, continuous learning, and local control of the educational system is demonstrated when boards lead by example. The VSBA has developed a facilitated self-evaluation process that will assist your board in its continuing commitment to focus on and increase student achievement.

For more information on this and other opportunities, visit the "Board Development & Training" page of the VSBA web site.


**Board Development & Training**

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**Emily Webb**  
Government Relations  
Coordinator

## Keys to Success for the 2015 General Assembly Session

This week marks the start of the 2015 General Assembly. We know that this session is going to be another tough year for public education with limited resources and the ever-expanding roll of schools in our communities. With such focus on education, it's important to have a strong, coordinated message that is communicated regularly with your legislators and elected officials.

The state budget will be the key issue before the General Assembly in the coming weeks, along with student safety and privacy, assessment and accountability reform, and restraint and seclusion. With the wide array of interests and thousands of bills to be voted on in the next 45 days, VSBA needs your assistance and active support to engage the public and your legislators. The VSBA Lobbying Team are your daily boots on the ground, but legislators want to hear from their local constituents and community leaders. Your voice is extremely valuable to them.

So how do you communicate effectively, create a strong message and stay on topic? Below are a few how-to tips for you to utilize during the sessions and throughout the year with your advocacy work

**VSBA ADVOCACY EVENTS CALENDAR**

**January 14**

First Day of the 2015 General Assembly session

**January 19**

VSBA Task Forces present at House Education Committee (*tentative*)

**January 20**

VSBA Task Force Day at the General Assembly

**January 26-27**

VSBA Capital Conference

**January 26**

VSBA Legislative Reception

**January 27**

VSBA Day on the Hill

**February 1-3**

NSBA Advocacy Institute, Washington, DC

**February 16**

VSBA Advocacy Day for Regional Chairs and Vice Chairs

**February 26**

VSBA Task Force on Virtual Learning presents to Virginia Board of Education (*tentative*)

**February 28** – Last Day of the scheduled 2015 General Assembly session

- Make personal, face-to-face contact with your legislators whenever possible. Don't hesitate to pick-up the phone to have a conversation with them if you can't travel to Richmond. The personal interactive is key to developing and continuing that strong relationship.
- Time is always limited when meeting with your legislators. Be prepared by knowing the issues and having facts to support your position. If you don't know an answer to one of their questions, be honest and follow-up with the answer after your meeting.
- Be sure to know the basic legislative process. Your input about the local impact of legislation can be helpful at any time. However, be sure about when and to whom to lobby. Depending on where the bill is in the legislative process, concentrate your efforts on the appropriate members.
- Always remember to be courteous to your member and respect their time limitations.
- Legislative aides are an important part of the process. Even when you can't talk directly to a legislator, speaking with their legislative aide is vital. They are most often advising the members on specific bills and preparing them each day for session.
- Don't forget your Red Book. The Red Book is updated every year with room and committee assignments. Many members move offices and committees are reassigned so this will help you get around efficiently while in the General Assembly Building. You can also download the Red Book app for your smart phone by searching "Verizon Virginia Government Directory."
- Remember to call ahead when you will be in town to meet with your legislators. While they are often busy, if you call ahead for an appointment they can make time for their district constituents.

Over the course of the General Assembly session, VSBA will be calling on you through various action alerts. When we put out an alert, we ask that you follow up with a call or email to your legislator(s) urging their support or opposition to a bill. Also, don't forget to keep up-to-date on the happenings at the General Assembly through the VSBA Legislative blog or our Twitter account VASchoolBoards. We look forward to seeing you at the 2015 VSBA Capital Conference on January 26 and 27 at the Richmond Marriott.

**VSBA**  
**Capital**  
**Conference**  
RICHMOND, VA  
January 26-27, 2015

**VSBA Legislative Blog**



# UPCOMING EVENTS, WORKSHOPS & TRAINING

**January 12, 2015 from 12:30 pm to 1:30 pm**

**Webinar: FOIA—Excessive Burden or Essential to Democracy?**

PRESENTERS: Elizabeth Ewing, VSBA director of legal and policy services; Stacy Haney, VSBA lobbyist and attorney with Reed Smith

DETAIL: The Freedom of Information Act has the laudable purpose of ensuring that citizens have ready access to public records and to the meetings in which the business of the public is conducted. To the members of a public body, however, FOIA may sometimes seem like a hindrance to smooth operation. The webinar will help school board members understand the purposes and requirements of FOIA and how to best meet those requirements in a legally defensible, efficient and fair manner.

**January 26-27, 2015**

**Capital Conference**

LOCATION: Richmond Marriott

DETAIL: Advocacy by local school board members is a year-round job and even more important during the General Assembly. We will kick-off the two day conference with greetings from Virginia Governor Terry McAuliffe and commentary on the “big picture” political scene with Dr. Bob Holsworth. Attendees will receive an overview of the governor’s budget amendments and VSBA’s legislative priorities, and the end of the day will feature a reception that will provide an opportunity to mix and mingle with your legislators and top administration officials. Jump start day two with Dr. Steve Staples, superintendent of public instruction, before walking to the Capitol for personal visits with your legislators.

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

**January 27, 2015**

**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 this orientation. 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!

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**January 27, 2015**

**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 this orientation, 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.

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### Ballou Justice Upton Architects Wins “People’s Choice Award” for Essex High School

Ballou Justice Upton Architects’ work on Essex High School won the firm the “People’s Choice Award” at the 2014 Virginia School Boards Association’s *Exhibition of School Architecture*, which took place at the VSBA annual convention. Attendees had the opportunity to vote for their favorite of more than 18 design projects that were on display throughout the convention. This same project also earned the firm a Silver Design Award

at the convention after being selected by a panel of judges from 18 entries submitted by 11 architectural firms in the areas of new construction, renovation and adaptive use of existing space.



A special thank you to M.B. Kahn Construction Co., Inc. for sponsoring the VSBA *Exhibition of School Architecture*.



Please join us in welcoming Brianna Stout, who is joining the VSBA as our new coordinator of board development effective January 12. A James Madison University graduate, Brianna is coming to us from the American Society of Clinical Oncology.



Delegate Ben Cline & Senator Creigh Deeds visited Rock-bridge County Public Schools to tour facilities, have lunch, and speak with school board members about legislative priorities.





### 2014-2015 VSBA Board of Directors

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# 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.