



VSBA President
Juandiego Wade
Charlottesville City School Board

PRESIDENT'S MESSAGE

Hello, my fellow school board members and public education supporters. I trust your summer has been relaxing. August is prep mode for the new school year for all divisions, and this is a particularly busy time for those divisions that start school in early August. Perhaps your division will be implementing a new initiative that was approved during the last budget cycle, opening a new school, or welcoming a new superintendent? It is an incredibly exciting, but anxious, time of year.

The General Assembly passed new legislation that will impact many of our school divisions. A few that I would like to bring to your attention include:

Seat-Time Flexibility

Allows local school divisions to waive the requirement for students to receive 140 clock of instruction to earn a standard credit by providing satisfactory proof, based on Board of Education guidelines, that the student has learned the skills and content of the relevant Standards of Learning.

Expedited Retakes

Allows for expedited retakes of all grade levels and SOL assessments with the exception of the SOL writing assessments. Back in March, the Board of Education passed a resolution allowing expedited retakes to begin during the 2014-2015 school year, ahead of the July 1, 2015 effective date.

Competitive Foods

Allows each public school to conduct no more than 30 school-sponsored fundraisers per school year on school grounds during regular school hours, during which food that does not meet the nutrition guidelines for competitive foods may be sold to students.

Student Identification Numbers

Prohibits the VADOE and local school boards from requiring any student (or parent) enrolled in a public school or receiving home instruction to provide their federal social security numbers. It also requires the Department of Education to develop a system of unique student identification numbers and each local school board to assign such number. The bill becomes effective August 1, 2015.

Budget Publication

Requires each local school division to publish the annual school budget in line item form on its website. Current law requires publication of the budget but does not specify line item form.

Freedom of Information Act

Expands the open meeting exemption for the discussion of plans to protect public safety as it relates to terrorism and security of governmental facilities to include the discussion of specific cyber-security threats or vulnerabilities, including the discussion of related records excluded from FOIA, where discussion in an open meeting would jeopardize the safety of any person or the security of any facility, building, structure, information technology system, or software program.

Severe Weather Waivers

Allows the Board of Education to grant a waiver to a school division that is unable to meet the required 990 instructional hours in a school year because of severe weather conditions or other emergency situations.

On other fronts, your VSBA staff has been very busy this summer. After recouping from the spring regional meetings, they have completed a successful Conference on Education, conducted numerous superintendent searches, and responded to many member inquiries and requests. Additionally, thanks to the leadership of Robert Hundley, the Legislative Positions Committee has reviewed a variety of proposals for the Delegate Assembly to consider in November.

Thank you for your service to the students in the Commonwealth. **YOU** are making a difference. Please do not hesitate to contact me or VSBA if we can be of any service to you. Have a great school year.

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

August 12
Webinar—The Data Made Me Do It

August 25
Webinar—BoardDocs: Overview

September 1
Superintendent Evaluation Workshop

September 10
Legislative Advocacy Conference

September 29
Webinar—BoardDocs: Formatting Documents

October 2
Hot Topic Conference—Virtual/Blended Learning





Gina G. Patterson
VSBA Executive Director

“On behalf of the board of directors and staff, we thank you for all that you do, including your continued involvement in VSBA activities and support of your association.”

FROM THE EXECUTIVE DIRECTOR

Funding is top concern in member survey

The 2015 VSBA Member Opinion Survey results are in, and school board members cited the lack of funding as the number one challenge facing their division. Closing the achievement gap, staff retention, poverty, education reform mandates, and facilities issues were other common challenges facing Virginia’s school divisions.

The online survey, taken in the spring, is done every year. This year, 17.7% percent of Virginia’s school board members responded. This exceeded the 2014 survey participation rate by over 6%.

Not surprisingly, the survey indicated that board members have continued to adopt new technology. More than 75% of respondents said they use an Apple device, such as an iPhone, iPad, MacBook, or iMac. At the same time, the share of board members who follow VSBA on Facebook (19.2%) and Twitter (11.5%) grew slightly. Because the survey was taken online, it may overstate the use of technology by all board members. Effective social media remains a challenge for most organizations and VSBA is no different; VSBA is committed to working on it in 2015/16.

Awareness of VSBA products and services remained high, with 96% percent of respondents stating that they were extremely satisfied or satisfied with the services VSBA provides.

It is a well-known fact that in the absence of informing our members of the various and excellent services that are available to them, they will not utilize or participate. And even then, if the services are not top quality, they will stop attending or participating. So, marketing and delivering is what it is all about on the front end. The purpose of all efforts by staff are to 1) improve public education in the Commonwealth, and 2) improve school board governance for all our members. We know that well-informed board members are likely to make better decisions on behalf of the students they represent. This year’s survey results were very comparable to the survey last year, and attest to the fact that your association is delivering on those two purposes for an overwhelming majority of you.

The results of this year’s survey will assist the board of directors in using the input for strategic planning in the fall. On behalf of the board of directors and staff, we thank you for all that you do, including your continued involvement in VSBA activities and support of your association.



(from l to r): Winchester Superintendent Mark Lineburg, VSBA Executive Director Gina Patterson, and Norfolk School Board Member Rodney Jordan educate NSBA’s Council of Urban Boards of Education conference attendees on the creation and outcomes of the VSBA Task Force on Schools in Challenging Environments.



2015 VSBA Food For Thought Competition Winners Recognized



Six school divisions received top honors in the 2015 Virginia School Boards Association Food for Thought Competition. Winning divisions were recognized by Virginia First Lady Dorothy McAuliffe and VSBA President Juandiego Wade at the VSBA Conference on Education. The competition 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. This year's awards were sponsored by Produce Source Partners.

Healthy School Meals

Rappahannock County Public Schools (Below 10,000 Student Population)
Arlington County Public Schools (Above 10,001 Student Population)

Meal Access to Fight Hunger

Cumberland County Public Schools (Below 10,000 Student Population)
Roanoke City Public Schools (Above 10,001 Student Population)

Wellness and Physical Activity

Gloucester County Public Schools (Below 10,000 Student Population)
Richmond City Public Schools (Above 10,001 Student Population)



RAPPAHANNOCK COUNTY PUBLIC SCHOOLS



ARLINGTON COUNTY PUBLIC SCHOOLS



GLOUCESTER COUNTY PUBLIC SCHOOLS



CUMBERLAND COUNTY PUBLIC SCHOOLS



RICHMOND CITY PUBLIC SCHOOLS



ROANOKE CITY PUBLIC SCHOOLS

CONGRATS!



VSBA Conference on Education Brings Together Educational Leaders From Across Virginia

Nearly 400 Virginia school board members, educators, governing officials, attorneys, and legislators attended the 30th annual VSBA Conference on Education in Richmond, VA. Participants had the opportunity to attend their choice of close to 50 mini-workshops on topics such as personnel, finance, career and technical education, curriculum and instruction, partnerships, school/community relations, school law, STEM education, and virtual/blended learning. The presenters included educators from state and local levels, university and college professors, business representatives, and attorneys. The featured luncheon speaker was Len Forkas, president & CEO of Milestone Communications, who shared his personal story that resulted in the creation of the non-profit Hopecam.



Carroll County High School Choir Performance



SCENARIO

Board member "X" goes to the superintendent and complains that board member "Y" is never prepared for board meetings.

- What is the main issue?
- Who should own it?
- How would you handle it?

Could your board benefit from the insight and direction of a governance expert?

Call us at **434-295-8722** or **800-446-8722** and we will work with your board to design a training session that best meets your needs.

www.vsba.org/services/center_for_board_development



VSBA Action Alert: Share Key Funding Priorities

Emily Webb
VSBA Government Relations
Coordinator

For many years now, our school divisions have faced tight budget times. During the recession of 2008, lawmakers made changes to the education funding formula to help balance the state budget. These changes put additional pressure on localities to provide more funding or required local school boards to make tough budget cuts. Further, the recession increased the number of economically disadvantaged students to over 512,000 students, leaving our schools to serve a more diverse student population with fewer resources.

In December, Governor McAuliffe will unveil his first biennial budget. Even though we're in the middle of summer, the budgetary process is already underway. In a few weeks, VSBA will be meeting with Governor McAuliffe and members of his administration to discuss the critical importance of fully funding public education. We're also in the process of meeting with members of the House Appropriations and Senate Finance committees and working with key stakeholder organizations to coordinate efforts. Even with these advocacy efforts, we need your help to spread this important message.

Some of our key funding priorities include targeted funding for educational technology infrastructure, reducing class size, providing high-quality professional development, and the restoration of state funding for support positions. We know that these are just a few of the key funding priorities across our schools and **we would encourage you to share stories about how budget cuts directly impact your division.** Over the next six weeks, we ask that you review the resource documents linked at the end of this article and take time to share this information with business and community leaders, parents, and your local legislators.

In addition to sharing these budget priorities, we encourage you to sign-up for the 2015 Legislative Advocacy Conference on September 10th. This conference will focus on legislative and advocacy topics to better prepare you for the 2016 General Assembly session including early childhood education and a budget outlook. You'll also hear directly from General Assembly leaders in the always-popular legislators' panel on state education issues.

Thank you for your continued support of VSBA and our advocacy initiatives! Please stay tuned for more information about the budget and legislative process. Your voice makes a difference in your schools, community and in Richmond. Take a few minutes to advocate for your students, teachers, and community and share these budget priorities.

RESOURCES

[Building Successful Schools and Students: The State's Role in Funding \(PDF\)](#)

[TCI Statewide Profile \(PDF\)](#)

"Your voice makes a difference in your schools, community and in Richmond."

2015 Legislative Advocacy Conference

September 10, 2015
Charlottesville, VA

[Click Here For Details!](#)

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UPCOMING EVENTS, WORKSHOPS & TRAINING

August 12, 2015

Webinar—The Data Made Me Do It

LOCATION: Webinar

DETAIL: Data, used properly by school boards, takes the uncertainty out of making decisions that can lead to better student outcomes in your division. But how do you know you have the right data to carry out your governance role? In this webinar, Patte Barth of NSBA's Center for Public Education will show you a data-based decision making process that gives you data questions to guide you as you establish measurable goals, align district resources to those goals, define your policies to meet them, and monitor your progress.

August 25, 2015

Webinar—VSBA BoardDocs: Save Money. Save Time. Be More Effective.

LOCATION: Webinar

DETAIL: BoardDocs is the exclusive eGovernance partner of VSBA. Join VSBA for a free informational demonstration. The webinar will showcase BoardDocs' cloud-based solutions and demonstrate why it is the eGovernance leader, not only in Virginia, but across the nation. Participants will learn how to save money, time and be more effective with BoardDocs.

September 1, 2015

Superintendent Evaluation Workshop

LOCATION: Charlottesville

DETAIL: Filtering through the Guidelines for Uniform Performance Standards and Evaluation Criteria for Superintendents 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.

September 10, 2015

Legislative Advocacy Conference

LOCATION: Charlottesville, VA

DETAIL: This conference will focus on legislative and advocacy topics to better prepare you for the 2016 General Assembly session. The featured hot topic session will highlight Early Childhood Education. You'll also learn more about the biennial budget outlook, get an update on the latest from Washington, and hear the always-popular legislators' panel on state education issues.

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September 29, 2015

Webinar—VSBA BoardDocs: Formatting Documents (LT version)

LOCATION: Webinar

DETAIL: Consistency in formatting is vitally important for producing agendas that are both professional in appearance and easy to read. Learn best practices for formatting agenda, policy, and library documents, while being introduced to techniques for editing content, attaching documents, creating lists, and incorporating tables to help you achieve more consistent and predictable formatting results.

October 2, 2015

Hot Topic Conference on Virtual/Blended Learning

LOCATION: Midlothian, VA

DETAIL: Have questions about how to integrate new technology into your schools? Have you ever wondered what other divisions are doing and how they implemented their technology initiatives? Do you want insights into the next big things coming in virtual/blended learning? Then this conference is for you! Register today— this conference promises to be a very enlightening day!

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



VSBA ANNUAL CONVENTION 2015

November 18-20, 2015, Williamsburg Lodge

General Session Speakers



Wednesday
November 18, 2015
2:00 pm

Rory Vaden, MBA
Rory Vaden: Cofounder of Southwestern Consulting™, New York Times bestselling author of *Take the Stairs* and *Procrastinate On Purpose*, international speaker, and the world's leading expert on self-discipline and overcoming procrastination. Rory's newest book is called *Procrastinate on Purpose: 5 Permissions to Multiply Your Time* and became an instant national bestseller.



Thursday
November 19, 2015
8:30 am

Jaclyn Marie Roller Ryan
Jaclyn Marie Roller Ryan, an agriscience teacher and Future Farmers of America (FFA) advisor at Signal Knob Middle School in Shenandoah County Public Schools, is the Region 4 Virginia Teacher of the Year and the 2015 Virginia Teacher of the Year. A recipient of numerous honors, Jaclyn is the third generation in her family to be an agriscience teacher and FFA advisor in her hometown.



Friday
November 20, 2015
8:30 am

Gen. Stewart Rodeheaver (Ret.)
Stewart Rodeheaver is a proven combat, corporate and community leader, and entrepreneur. He is the owner of ViziTech, a break-away technology company focused in 3D, virtual, interactive and augmented reality based training. ViziTech was Georgia's "Coolest Technology Company" of the year in 2011 and Stewart was the technology "Entrepreneur of the Year" as chosen by the Technology Association of Georgia. BG Rodeheaver served the U.S. Army for 38 years.

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VSBA ANNUAL CONVENTION 2015

November 18-20, 2015, Williamsburg Lodge

Early Bird Sessions

Wednesday, November 18

9:30 am – Noon

Engage Every Family: Five Simple Principles

Dr. Steve Constantino, superintendent, Williamsburg-James City County

Dr. Steve Constantino, the nation's leading practitioner in family engagement will share with participants his model for effective family engagement entitled "The Five Simple Principles." Dr. Constantino will provide a framework and pathways for schools to increase the engagement of families, especially those that are traditionally disengaged or disenfranchised. The workshop closely follows the ideas presented in his new book, "Engage Every Family: Five Simple Principles". Dr. Constantino will also provide school board members with a framework to create effective family engagement policy in their own school divisions. With his usual humor and knack for storytelling and telling it like it is, Dr. Constantino ensures that all participants will leave the workshop with the knowledge, ideas, plans and enthusiasm to understand the importance of engaging every family.

Introduction to Special Education Law for School Board Members

*Kathleen Mehfoed, partner, Reed Smith
Jason Ballum, partner, Reed Smith*

School board members may hear that the board is not permitted to take certain actions regarding testing, discipline, placement or school assignment because the student has a disability. Some of these decisions are made by staff in consultation with the parents. It is important that school board members understand their role and any limitations on authority that they may have in the complicated special education process. Two experienced special education attorneys will present this in-depth program and explain the basics of special education law and the role of the school board. Because special education issues can be both time-consuming and expensive for the school division, this session is a critical one to attend.

[Check out our Annual Convention Promo Video, which was produced by Newport News students!](#)



<https://youtu.be/DU801DS7HSO>

Don't Miss Out!

- Early Bird Sessions
- Student Achievement Fair
- Receptions
- 3 General Sessions
- Regional Meetings
- 50+ Breakout Sessions
- Delegate Assembly
- 70+ Exhibitors
- Daily Session Tracks
- Exhibitors Scholarship
- Green Schools Challenge
- 12th Annual 5K Run/Walk
- School Architecture Exhibition
- High School Video Contest
- Networking Opportunities

Annual Convention information is available online.

[CLICK HERE!](#)

Register Today

Williamsburg, VA
November 19, 2015
— 7:00 AM

join us for the

BCWH

12th Annual
VSBA
5k Walk/Run

proudly sponsored by BCWH and



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Amelia County Public Schools

Amherst County Public Schools

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Arlington County Public Schools

Bedford County Public Schools

Botetourt County Public Schools

Bristol City Public Schools

Buckingham County Public Schools

Campbell County Public Schools

Charles City County Public Schools

Chesapeake City Public Schools

Chesterfield County Public Schools

Clarke County Public Schools

Cumberland County Public Schools

Danville City Public Schools

Dinwiddie County Public Schools

Essex County Public Schools

Fairfax County Public Schools

Falls Church City Public Schools

Franklin City Public Schools

Franklin County Public Schools

Greensville County Public Schools

Hampton City Public Schools

Hanover County Public Schools

Harrisonburg City Public Schools

Henrico County Public Schools

Henry County Public Schools

King William County Public Schools

Lancaster County Public Schools

Loudoun County Public Schools

Louisa County Public Schools

Lunenburg County Public Schools

Madison County Public Schools

Manassas City Public Schools

Manassas Park City Public Schools

Mathews County Public Schools

Mecklenburg County Public Schools

Montgomery County Public Schools

New Kent County Public Schools

Newport News City Public Schools

Norfolk City Public Schools

Northampton County Public Schools

Norton City Public Schools

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Prince Edward County Public Schools

Prince William County Public Schools

Pulaski County Public Schools

Rappahannock County Public Schools

Richmond City Public Schools

Roanoke City Public Schools

Roanoke County Public Schools

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Carolyn Bowers, Clerk to the Board, Hampton City Schools

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VSBA Nominating Committee Report

The VSBA Board of Directors nominating committee has recommended Robert L. Hundley, Jr. (Hanover County) as the 2016 president-elect, and R. Tyrone Foster (Bristol City) and Camilla Washington (Fluvanna County) as the at-large members. These recommendations will be brought before the VSBA Delegate Assembly for a vote at the VSBA Annual Convention in November.

Hundley has been a member of the Hanover County School Board since 2004, and currently serves the VSBA as chairman of the Legislative Positions/Federal Relations Committee. Prior VSBA experience includes serving as a delegate at the Delegate Assembly, an Annual Convention moderator, a VSBA at-large member, a member of the Finance Committee, and a member of the VSBA Task Force on Schools in Challenging Environments. Hundley is currently representing the board on the Virginia Department of Education's Advisory Committee for the Education of the Gifted and the Virginia Association of School Superintendents' Assessment Roundtable.

Foster was elected to the Bristol City School Board in 2008, and is currently in his second year as the VSBA Southwest Region chairman. He has been involved with the VSBA as a delegate at the Delegate Assembly, an Annual Convention moderator, a member of the VSBA Task Force on Schools in Challenging Environments, a nominating committee member, and a member of the Audit Committee.

Washington was elected to the Fluvanna County School Board in 2009, and is currently serving her second year as VSBA Central Region chairman. She has been involved with the VSBA as vice-chairman of the Central Region, a delegate at the Delegate Assembly, an Annual Convention moderator, a member of the VSBA Task Force on Regional Organization and Purpose, a regional nominating committee member, a member of the Federal Relations Committee, a representative on the First Lady of Virginia's Council on Bridging the Nutritional Divide, and a representative on the Virginia Department of Education's Legislative Study Stakeholders Committee.



Robert L. Hundley, Jr.
Hanover County



R. Tyrone Foster
Bristol City



Camilla Washington
Fluvanna County

Ask the Legal Expert

- Q.** How many copies of the school board's policy manual must be maintained?
- A.** At one time, Virginia law required each school board to maintain copies of the school board policy manual in each school and in every public library in the division. Now, however, the law requires that a current copy of all division policies and regulations must be posted on the division's website and available to employees and the public. School boards must ensure that printed copies of policies and regulations are available as needed for people who do not have online access.

For past "Ask the Legal Expert" questions and answers, visit the VSBA web site: http://www.vsba.org/services/legal_services/ask_the_experts/



The 2015 VSBA Green Schools Challenge is now available. Please complete the challenge by September 25, 2015. For more information, please

[CLICK](#)
[HERE](#)

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



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.