



VSBA President
Kerri Wilson
(Harrisonburg City School Board)

ISSUE HIGHLIGHTS

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DATES TO REMEMBER

JANUARY

Bullying Prevention Month

JANUARY 27

Capital Conference

[CLICK HERE](#)

JANUARY 28

New Chair/Member/Superintendent Orientation

[CLICK HERE](#)

FEBRUARY

School Board Appreciation Month

FEBRUARY 2 - 4

NSBA Advocacy Institute

FEBRUARY 17 - 21

School Board Clerk Appreciation Week

MEET KERRI WILSON, VSBA'S NEW PRESIDENT

Kerri Wilson was born and raised in Virginia and is a proud product of Virginia's public education system. She is currently serving in her 3rd four-year term on the Harrisonburg City School Board, having first been elected in May of 2004. The two-time vice chairman and chairman has served or is currently serving on various committees, building projects, and other regional boards as a part of her job responsibilities in her locality.

Kerri has been an avid volunteer throughout the Harrisonburg community prior to and since becoming a school board member. She was a PTA vice president and president for several years prior to her election and has remained an active PTA member. She served as president and vice president of the Valley Swim League, was on the board of directors of the Harrisonburg Education Foundation, and was a member of the Board of Directors of ACT: Athletes and Communities Together, a non-profit organization that unites student athletes and communities through service events. She has also served on special event committees for the local March of Dimes, the Harrisonburg/Rockingham Free Clinic, and the Harrisonburg/Rockingham Boys and Girls Club.

Kerri was first appointed to the VSBA Board of Directors in 2006. She has served as a member-at-large, the Federal Relations Network Committee chairman, the Legislative Positions Committee chairman, and the Valley Region chairman; she has also served on the Finance and Executive Committees. Kerri has represented VSBA on the Virginia Department of Education's Teacher of the Year selection panel, the Drop-Out Prevention Summit, and the Virginia Advisory Committee for the Education of the Gifted. She has also presented at several VSBA and NSBA conferences.

In addition to her roles on her local board and the VSBA, Kerri works for James Madison University in the Office of Admissions as an admissions representative. She makes formal presentations on a daily basis to prospective students, families and other admissions guests. She counsels prospective students and families as they navigate the entire college selection process from visit to final decision. She assists in organizing daily and annual university-wide events.

Q: What led you to run for school board?

A: Curiosity! There were many factors that helped peak my curiosity and interest. I was very involved in my neighborhood elementary school as a parent, a classroom volunteer, a PTA member, and as a substitute teacher. The more I learned about that school, the more curious I became about the other schools in Harrisonburg. Harrisonburg's diverse population was really starting to grow in the early 2000's and it seemed to be growing more rapidly at the school with which I was most familiar. Several friends suggested that I run for school board since I had the time, had children in school, and was already involved. As I had growing curiosities about a myriad of things happening in the schools, I decided it would be an interesting learning experience for me...and also a great way to serve my community.

Q: Talk about being elected VSBA president. What does it mean to you?

A: Being elected VSBA president is quite an honor. I have seen and admired so many dedicated school board members precede me in this capacity. I have witnessed the time, energy, knowledge and fortitude that it takes to be the VSBA president, and to be selected to serve in this role, to fill all the shoes of those that have served before me, is simply an honor. I am grateful for the opportunity and I am proud to serve as VSBA president.

Q: What are your goals as VSBA president?

A: My goals as VSBA president are fairly simple in concept yet will probably prove to be more complex in execution. I don't have plans to initiate any programs that have you joining contests, making recipes or jumping through any additional hoops. Our teachers and administrators do not have time to take on additional VSBA challenges on top of the herculean task they already have before them in educating our children, not

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**VSBA Executive Director
Barbara J. Coyle**

FROM THE EXECUTIVE DIRECTOR

Kudos and Predictions

Bear with me as I offer my End of Year Kudos and New Year's Predictions a little earlier than December 31. They aren't long but they are heartfelt.

Kudos to the entire VSBA staff for a great Annual Conference! Everyone on staff works so hard year round to ensure a smooth, positive educational experience for all who attend.

Kudos to the supporters of VSBA who help to make our Annual Conference a success! Without our exhibitors, sponsors and affiliate members, VSBA would not be able to offer such an action-packed, something-for-everyone Annual Conference!

Kudos to the 2013 VSBA Board of Directors, led by Roy Boyles, for making the tough decisions! This hardworking board supported the VSBA staff as we stopped, took a magnifying glass and slashed an already tight 2014 budget. The board also stepped up to challenge state legislation that would erode local control of public schools.

Kudos to the various Task Forces (regions, virtual learning, schools in challenging environments) established in 2013, whose members accepted unique and difficult challenges which will result in not only a more effective association, but a higher level of advocacy and leadership on behalf of the students in Virginia. Task Forces are also an avenue for more active board member participation.

Kudos to your incoming Executive Director Gina Patterson for adding Peter Sengenberger to the VSBA team in 2014. He is an awesome find.

I predict that 2014 will be an exciting year, yet one of continued challenges to public education.

I predict that the VSBA will rise to all challenges with a talented staff that is totally capable of meeting those challenges.

I predict that VSBA will be lead by a strong executive director who will always keep the best interests of the membership upmost in her mind.

I predict that the 2014 VSBA Board of Directors will further its mission and take bold steps to be even stronger leaders, advocates and supporters of public education.

I predict that VSBA will work closely with conventional and even unconventional educational partners as the definition of what constitutes an education continues to evolve.

I predict that the 2014 General Assembly session will be a great one for VSBA with our new lobbyist Emily on board to work closely with Pat and Stacy.

My final one is not a kudos or a prediction, but a resolution that I will enjoy retirement and all that it will bring. It's been a great 23 years as a VSBAer! Thanks to all who supported me on my journey. Life is good! BC

BC

Colleagues and friends honored and celebrated Barbara Coyle's 23 years with the VSBA at the Annual Convention.





OEI Resolutions an Example of Unity & Speaking With One Voice

Number of divisions passing resolutions steadily climbing

To date, 93 (and still counting) of Virginia's 133 local school divisions, along with one city council and one board of supervisors, have signed resolutions in support of the joint lawsuit against the Opportunity Educational Institution (OEI) filed by VSBA and Norfolk City Public Schools. By uniting collectively on this issue, which may not have an immediate impact on all but does have long-term ramifications for every school division, the member boards have sent a strong message—we are the Virginia School Boards Association and together we can accomplish a great deal.

We must continue to be unified in our message that this legislation violates the Constitution of Virginia in that it usurps the role of local school boards in supervising and managing the public schools of the Commonwealth. Local control ensures that the community has a say in spending tax dollars, selecting curriculum, and making sure the needs of every child in the community are met. School boards must continue to be the voice of public education by having a sense of urgency in our messaging and being proactive in our delivery on advancing student achievement. By aligning our efforts and speaking with “one voice”, we will have a far greater impact than we would on an individual basis. This is where the true strength and influence of the VSBA comes from—all of you.

- | | | |
|----------------------------|---|------------------------------------|
| 1. Albemarle County | 34. Franklin County | 66. Page County |
| 2. Alleghany County | 35. Giles County | 67. Petersburg City |
| 3. Amelia County | 36. Gloucester County | 68. Pittsylvania County |
| 4. Appomattox County | 37. Goochland County | 69. Portsmouth City |
| 5. Augusta County | 38. Grayson County | 70. Powhatan County |
| 6. Alexandria City | 39. Greensville County | 71. Prince Edward County |
| 7. Alexandria City Council | 40. Hampton City | 72. Prince William County |
| 8. Bath County | 41. Harrisonburg City | 73. Pulaski County |
| 9. Bedford County | 42. Halifax County | 74. Radford City |
| 10. Bland County | 43. Henry County | 75. Rappahannock County |
| 11. Botetourt County | 44. Highland County | 76. Roanoke City |
| 12. Bristol City | 45. Isle of Wight County | 77. Roanoke County |
| 13. Buchanan County | 46. King George County | 78. Rockbridge County |
| 14. Buckingham County | 47. King William County | 79. Rockingham County |
| 15. Campbell County | 48. Lancaster County | 80. Russell County |
| 16. Caroline County | 49. Loudoun County | 81. Scott County |
| 17. Carroll County | 50. Lunenburg County | 82. Shenandoah County |
| 18. Charlotte County | 51. Lynchburg City | 83. Smyth County |
| 19. Charlottesville City | 52. Madison County | 84. Staunton City |
| 20. Chesapeake City | 53. Madison County Board of Supervisors | 85. Suffolk City |
| 21. Clarke County | 54. Manassas City | 86. Surry County |
| 22. Covington City | 55. Manassas Park City | 87. Tazewell County |
| 23. Cumberland County | 56. Martinsville City | 88. Virginia Beach City |
| 24. Danville City | 57. Mathews County | 89. Washington County |
| 25. Dickenson County | 58. Middlesex County | 90. Waynesboro City |
| 26. Dinwiddie County | 59. Montgomery County | 91. West Point Town |
| 27. Fairfax City | 60. Nelson County | 92. Westmoreland County |
| 28. Fairfax County | 61. New Kent County | 93. Williamsburg/James City County |
| 29. Falls Church City | 62. Newport News City | 94. Wise County |
| 30. Fauquier County | 63. Northampton County | 95. Wythe County |
| 31. Floyd County | 64. Norton City | |
| 32. Fluvanna County | 65. Orange County | |
| 33. Franklin City | | |



MEET KERRI WILSON VSBA'S NEW PRESIDENT

Continued from page 1

only in matters of basic concepts, content, building blocks, creativity, innovation, collaboration, and social and emotional skills, but in measures set forth by the state and federal legislators. What I do want is for every child to accomplish, for every child to succeed, for every child to triumph. I also want every teacher, teacher assistant, staff member, administrator and school to accomplish, succeed and triumph. I want the very same for every school board and school board member.

We know that students cannot accomplish, succeed and triumph in the educational sense without help, without instruction, tutelage, creativity, innovation, collaboration and encouragement...some need more help than others. We know that every educational milestone and every objective is a process and a journey for the individual student that would not be possible without parents, friends, teachers, support staff and administrators. We know this! We know that teachers, teacher assistants and administrators need support, as well. That's the purpose of staff development and team collaboration.

If we know children need the support and we know that teachers, assistants and administrators need the support, can we assume that school boards need support to effectively govern their schools? Yes, I think we can. As school board members, we expect teachers to work together and find solutions! We expect administrators and superintendents to do the same! Shouldn't we, school board members, be held to the same expectations? As school board members, are we collaborating, brainstorming, solving problems, and finding solutions together for the common good and success of all?

VSBA provides workshops, conferences, board development sessions and webinars as support venues to educate board members on how to govern; how to be a good board member, vice chairman and chairman; and they also provide policy guidelines and legal advice. As VSBA president, I want to ensure that VSBA continues to support school board members and I want to make sure that we are providing you with the opportunities that you need to collaborate, share, learn and grow. I want us to accomplish, succeed and triumph together.

Q: What are the biggest challenges facing school boards and VSBA in the year ahead?

A: I believe the biggest challenges school boards face come from new and existing state and federal legislation, a continued increase and emphasis on high stakes testing, growth for some and reduction in size for others, increasing numbers of students of diversity, and the desire to maintain accreditation of all schools.

The VSBA's biggest challenges lie in helping school boards meet these challenges.

Q: What is the importance of education to communities, the state and our nation?

A: The importance of education in communities is tremendous. For those who have children, it is the future for their children. A quality education is the foundation for whatever lies ahead, and a parent only wants the best life has to offer for their child. No parent wants his or her child to receive a subpar education. For those that do not have children, a quality education system is important because it gives promise that the future of the community is strong...good schools produce an educated workforce, and they draw in good neighbors and good businesses. Good schools increase property values and strengthen the economy. It is not different at the state and national levels; high quality public schools are essential to the future of each student, each community, every state, and our nation, as a whole.

Q: Describe your vision for VSBA's role in the process of improving education in Virginia?

A: VSBA's role in improving education in Virginia is deeply rooted in ensuring that all school board members are empowered to make a difference in their locality and across the Commonwealth. In addition, VSBA's seat at the legislative table remains an important component to advocating for and on behalf of all Virginia's public school students, to make certain that every child has the opportunity to attend a high quality school, achieve, succeed and triumph.

Ask the Expert

Q. Must a school board give individual notice of school board meetings to someone who requests such notice?

A. Yes. The Freedom of Information Act (FOIA) specifically recognizes that any person may file a written request for direct, individual notification of all school board meetings. Such a request must be renewed annually and should include the requester's name, address, zip code, daytime phone number, email address (if available) and organization (if any). Va. Code § 2.2-3707.E.



5 Architectural Projects Earn State Awards

Three architects and five schools were recognized in the 2013 Virginia School Boards Association's Exhibition of School Architecture. Winning projects were selected from 15 entries submitted by 9 architectural firms in the areas of new construction, renovation and adaptive use of existing space.

Recognized designs and firms are:

AWARD: Platinum Design Award

FIRM: Perkins Eastman

PROJECT: Yorktown High School

DIVISION: Arlington County Public Schools

AWARD: Gold Design Award

FIRM: Moseley Architects

PROJECT: Loch Lomond Elementary School

DIVISION: Prince William County Public Schools

AWARD: Gold Design Award

FIRM: Perkins Eastman

PROJECT: Frederick Douglass Elementary School

DIVISION: Loudoun County Public Schools

AWARD: Gold Design Award

FIRM: VMDO Architects

PROJECT: Buford Engineering Design Academy at Buford Middle School

DIVISION: Charlottesville City Public Schools

AWARD: Gold Design Award

FIRM: Moseley Architects

PROJECT: Indian River High School

DIVISION: Chesapeake City Public Schools



Chesterfield County Designated as VSBA Board of Distinction

Congratulations Chesterfield County School Board! Boards receiving this award must apply for it and meet specific requirements in four key areas: planning, policy, promotion, and board development. A panel of judges reviews the criteria submitted and determines those awarded the VSBA Board of Distinction status. The judges for this award were composed of the three standing VSBA Committee Chairmen who serve on the VSBA Board of Directors.

Carrie Coyner Receives VSBA All Virginia School Board Award

Carrie Coyner, a member of the Chesterfield County School Board since 2011, received the 2013 VSBA All Virginia School Board Award. This award recognizes school board members from across the state for their boardsmanship qualities, and this is the 12th year the award has been presented. In addition to her school board service, Coyner has served on the board of directors of the Chesterfield Chamber of Commerce, the board of management for the Chester YMCA and numerous committees throughout the county, and has dedicated time to the Elizabeth Scott Elementary PTA.





green schools

Green Schools Challenge Winners

Nine school divisions received top awards in the 2013 Virginia School Boards Association's (VSBA) Green Schools Challenge, a friendly competition designed to encourage implementation of specific environmental policies and practical actions that reduce the carbon emissions generated by both the local school division and the broader community. This is the fifth year the awards were given out.

Student Population Under 5,000

- First Place: Hopewell City Public Schools
- Second Place: Buckingham County Public Schools
- Third Place: Nelson County Public Schools

Student Population 5,001 – 10,000

- First Place: Henry County Public Schools
- Second Place: Manassas City Public Schools
- Third Place: Fairfax City Public Schools

Student Population 10,001 & Up

- First Place: Albemarle County Public Schools
- Second Place: Roanoke County Public Schools
- Third Place: Virginia Beach City Public Schools

VSBA Certified Green School Divisions

In addition, 38 school divisions were recognized as being Certified Green School Divisions by implementing new actions and adopting new policies that earn the divisions "green points".

Platinum Certification (175 – 200 "Green Points")

- Albemarle County Public Schools
- Arlington County Public Schools
- Culpeper County Public Schools
- Cumberland County Public Schools
- Frederick County Public Schools
- Gloucester County Public Schools
- Henry County Public Schools
- Isle of Wight County Public Schools

- Loudoun County Public Schools
- Nottoway County Public Schools
- Roanoke County Public Schools
- Virginia Beach City Public Schools

Gold Certification (150 – 174 "Green Points")

- Augusta County Public Schools
- Chesapeake City Public Schools
- Fairfax City Public Schools
- Manassas City Public Schools
- Nelson County Public Schools
- Newport News City Public Schools

Silver Certification (125 – 149 "Green Points")

- Alexandria City Public Schools
- Buckingham County Public Schools
- Fairfax County Public Schools
- Goochland County Public Schools
- Hopewell City Public Schools
- King William County Public Schools
- Middlesex County Public Schools
- Radford City Public Schools
- Salem City Public Schools
- Shenandoah County Public Schools
- Williamsburg/James City County Public Schools
- York County Public Schools

Green Certification (100 – 124 "Green Points")

- Fauquier County Public Schools
- Halifax County Public Schools
- Montgomery County Public Schools
- New Kent County Public Schools
- Orange County Public Schools
- Patrick County Public Schools
- Portsmouth City Public Schools
- Prince William County Public Schools

The VSBA Green Schools Challenge was sponsored by Moseley Architects and ABM Building & Energy Solutions.



2013 VSBA High School Student Video Contest Winners Announced



The VSBA’s second annual student video contest challenged high school students across Virginia to create a 30-second video around the theme of “What’s Super About Public Schools.” The winners were announced at the opening general session of the VSBA Annual Convention.

First Place

Peter Brown, Fred Wolf, Maryam Oukibalso, Kyle Quinn, Evan Spytek, Lena Mobin—Arlington County, Arlington Career Center
<https://vimeo.com/75892416>

Second Place

Michael Pegram—Hanover County, Lee-Davis High School
<http://youtu.be/E5NmG0Kjz7I>

Third Place

Lucas Pienkowski—Hanover County, Patrick Henry High School
<http://youtu.be/gLBW6gfemew>

Honorable Mentions

Mitchell Braun—Fauquier County, Kettle Run High School
<https://www.youtube.com/watch?v=22wRDvqwuxE>

Edward Novak—Clarke County, Clarke County High School
<http://www.youtube.com/watch?v=9GHZj50RMYA>

Derra Banks—Prince William County, Porter Traditional School
<https://www.youtube.com/watch?v=viRQU8HwSGs>



Charlottesville City School Board Recognized as “VSBA Master Board”

The Charlottesville City School Board was recognized as a “VSBA Master Board” at the VSBA Annual Convention, after completing in-depth training over the past year. They are the first school board in Virginia to receive this designation.

“I truly believe our board will take the information from the Master Board Training and raise our effectiveness to a whole new level,” said Juandiego Wade, chair of the Charlottesville City School Board, “We have a rich mixture of new and more experienced board members, and the training allowed us to explore important issues such as teamwork and communication.”

The VSBA Master Board Program involves a series of professional development sessions that emphasize team and trust building, communications, managing change, ethics, and working together as a team to benefit every child in the school division. Only after successfully completing the program can a division be designated as a “VSBA Master Board.”

Two High School Seniors Awarded VSBA Exhibitors Scholarships

Two Virginia seniors were awarded the inaugural VSBA Exhibitors Scholarships. The scholarships, funded by exhibiting companies at the VSBA’s annual convention, were made available to spring 2014 graduating seniors who had served as student school board representatives. The *University of Phoenix*, *Chartwells*, and *WHRO Education Services* sponsored this year’s scholarships. Scholarship winners are:

\$1,000 Scholarship

Bailey Tyler
King William High School
King William County Public Schools

\$500 Scholarship

Sara Basma Natour
E.C. Glass High School
Lynchburg City Public Schools



VSBA Employer Commendation Program:

Thank your employer for supporting you and your work as a school board member!

The VSBA Employer Commendation Program is designed to thank the employers of school board members for providing the support and/or encouragement that is often needed to perform school board duties. Upon the recommendation of any Virginia school board member who is employed full-time, the VSBA executive director will send a letter of commendation to the board member’s employer and a certificate suitable for framing and display.

These awards serve to: remind employers that school board service is an essential and demanding avocation; encourage constructive dialogue concerning local education topics; reinforce the employer’s existing commitment to school board service; and encourage other employees to consider participating in the educational process or to lend their support to those who do.

To nominate your employer, simply complete the following affidavit and mail to: Peter Sengenberger, Virginia School Boards Association, 200 Hansen Road, Suite 2, Charlottesville, VA 22911. You may also email the information to peter@vsba.org. Letters and certificates will be mailed in February (which is School Board Appreciation Month) to recommended employers.

I hereby affirm that:

- 1) ___ I am employed full-time on a salaried or hourly basis;
- 2) ___ My employer is a business, firm or other institution that is not owned or controlled by me or my family;
- 3) ___ My employer deserves special commendation for supporting and encouraging me in my work as a school board member;
- 4) ___ I recommend that the Virginia School Boards Association send a letter and certificate of commendation to the employer on this form.

PLEASE PRINT

Your Name: _____

Your Address: _____

Your Telephone Number: _____

Your School Division: _____

Individual to whom commendation should be sent:

Name and Title: _____

Company Name: _____

Name to Appear on Certificate: _____

Company Address: _____

Your Signature: _____

Please return by January 15, 2014



VSBA 2014 Meeting/Conference

January 27
Capital Conference, Richmond Marriott

January 28
New Chairmen/Board Member/
Superintendent Orientation, Richmond
Marriott

March 21
Board of Directors Meeting, Charlottesville

March 26
Hot Topic Conference, Wytheville Meeting
Center

April 28
Hot Topic Conference, Norfolk Marriott

May 7
Webinar

June 5
Board of Directors Meeting, Charlottesville

June 6
School Law Conference, Hilton Short Pump

July 21
New Chairmen/Board Member/
Superintendent Orientation, Richmond
Marriott

July 22
VSBA Conference on Education, Richmond
Marriott

August 13
Webinar

August 20
Board of Directors Meeting, Charlottesville

September 11
Legislative Advocacy Conference, Doubletree
Charlottesville

October 1
Webinar

November 19-21
VSBA Annual Convention, Williamsburg
Doubletree

December 5
Board of Directors Meeting, Charlottesville

December 2
Budget Webinars

Other:
NSBA Advocacy Institute: 2/2-2/4,
Washington, DC

NSBA/AASA: 4/5-4/7, New Orleans, LA

SR/NSBA: 6/15 – 6/17, Savannah, GA



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2013 Annual Convention



VSBA Delegate Assembly





Student Performances



General Session Speakers



A special THANK YOU to the Newport News A/V students who filmed and documented the 2013 VSBA Annual Convention. We look forward to seeing the resulting promotional video!



Student Achievement Fair

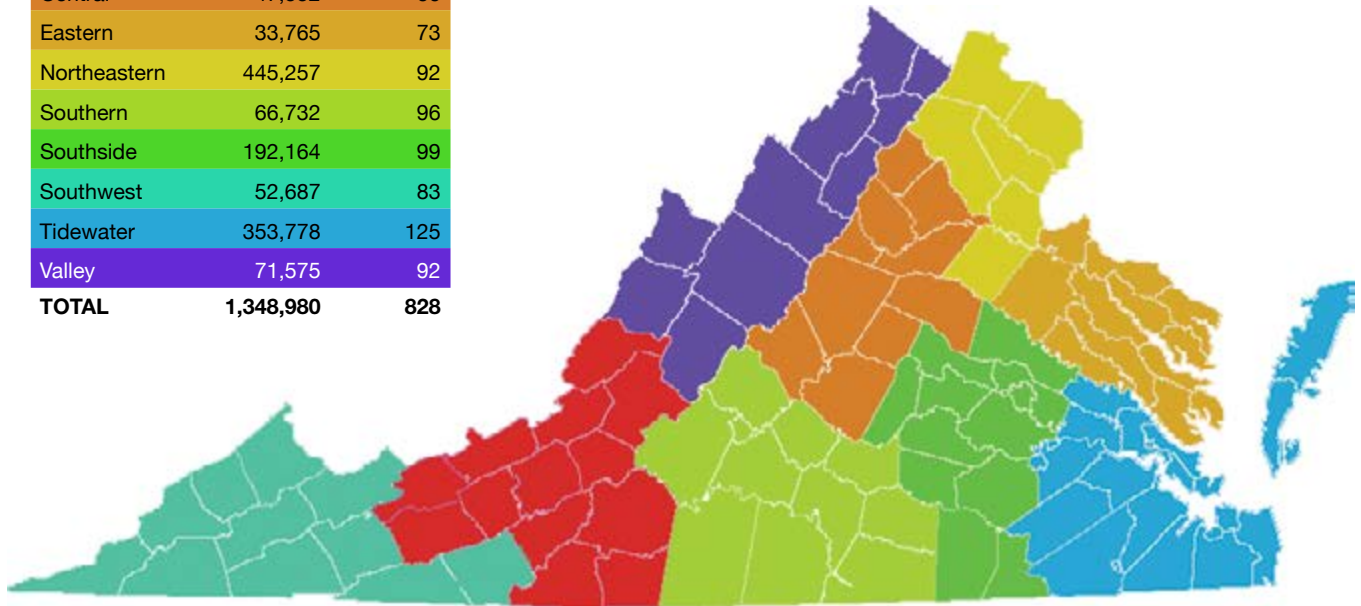


5K Race





VSBA Region	Student Enrollment	School Board Members
Blue Ridge	85,470	102
Central	47,552	66
Eastern	33,765	73
Northeastern	445,257	92
Southern	66,732	96
Southside	192,164	99
Southwest	52,687	83
Tidewater	353,778	125
Valley	71,575	92
TOTAL	1,348,980	828



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

Tyrone R. Foster
Bristol City

Tidewater

Ruth M. Larson
Williamsburg/James City County

Valley

Leonard S. Stewart, Jr.
Lexington City

Barbara Coyle, executive director

Gina Patterson, deputy 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.