



**VSBA President
Roy K. Boyles
(Warren County School Board)**

ISSUE HIGHLIGHTS

Advocacy Update

Page 3

Annual Convention

Page 4

OEI Resolutions

Page 7

VSBA Policy

Services Overview

Page 8

DATES TO REMEMBER

NOVEMBER

Take Your Legislator to School Month

November 20-22

VSBA Annual Convention

December 6

VSBA Board of Directors Meeting

JANUARY

Bullying Prevention Month

January 27

Capital Conference

January 28

New Chair/Member/
Superintendent Orientation

PRESIDENT'S MESSAGE

My term as president is winding down, and we've arrived at my final President's Message for the VSBA newsletter. I want to begin my final message by welcoming our incoming president, Kerri Wilson, whose term begins on November 22, 2013. Those familiar with Kerri know her as one of the most enthusiastic and hardest working volunteers, and certainly a driving force dedicated to the growth, long-term success, and longevity of our Association. As she navigates the course ahead, she will surely make her mark on the VSBA in very positive ways. I ask each of you to give her your full support and encouragement just as you have done so for me and for our past presidents over the years. I certainly will be there to help her as immediate past president, just as Joan Wodiska helped me when I took over the reigns from her just a mere eleven months ago. We will be there for each other!

Let us never forget that the VSBA organization is YOU – our members. One of the key lessons I learned over the past year has been the importance of being sensitive to the needs of the members and working as a team to get things accomplished. Although I may have had my own pet project and personal ideas of what I thought worth pursuing, these had to be weighed against what the members really

wanted and needed, as well as how best to fulfill these needs. This focuses attention and our Association resources on matters of real importance. The majority has spoken, we listened and we worked together as a team to get things done. Certain initiatives had to be reprioritized and some deferred to a later time in order to address immediate concerns and issues.

I want to seize this opportunity to impart some thoughts of wisdom (hopefully!) to future leaders of the VSBA based on my own experience and impressions. The first is to be sensitive to what our members want. This means actively reaching out to the members and eliciting feedback. Next, keep in mind that our accomplishments will be realized so long as we function as a cohesive team with a single-minded purpose – to benefit our members! As we are often reminded, there is no "I" in "TEAM." Finally, be unselfish and expect your reward to be a feeling of satisfaction for a job well done, no matter what the outcome. Do your best and have fun doing it! Be proud, but be humble.

To the members of the VSBA, I am gratified by the support I have received over the past year.

RB

November is Take Your Legislator to School Month

If you haven't already extended an invitation to your local legislators, it's not too late! Take Your Legislator to School Month is the perfect opportunity to promote closer relationships between school divisions, local communities and our elected officials, while also creating opportunities for productive dialogue so that educational and political leaders can work together to ensure that we provide the best possible education for our students. Be sure to send the VSBA photos and stories of Take Your Legislator to School Month "in action", so that we can profile your activities.

Download our helpful guide today, which includes everything you need to create a successful legislator visit in your division, including quick tips, a sample invitation, sample media alert, VSBA proclamation, Governor's proclamation, and more.

CLICK HERE

CLICK TO VIEW VSBA PSA





**VSBA Executive Director
Barbara J. Coyle**

FROM THE EXECUTIVE DIRECTOR

An Update on a Special VSBA Effort to be Advocates, Leaders and Supporters

In response to the Opportunity Educational Institution legislation that was passed at the very end of the 2013 General Assembly, the VSBA Board of Directors at its June 6 meeting voted to establish a task force to make recommendations to the State Board of Education and the State Department of Education on how VSBA can partner to help challenged schools in Virginia. The *Task Force on Schools in Challenging Environments* began its work immediately with the appointment of task force members, and an organizational meeting was held on June 18 followed by another meeting on July 23. The Board of Directors then approved the following cooperatively developed mission statement in August:

“The mission of the VSBA Task Force on Schools in Challenging Environments is to identify and share research, resources and strategies that will empower Virginia’s schools to reach higher levels of student achievement.”

At the July 23rd task force meeting, Kathleen Smith, director, Office of School Improvement, VA Department of Education, gave an overview of current efforts, including her collaborative work on turnaround schools with Dr. Sam Redding, executive director of the Academic Development Institute and author of *Killer Bees*, a book about turning around low performing schools.

Truly wanting to be proactive advocates, leaders and supporters of higher levels of student achievement for all, the task force and staff have done the following to date:

- Established a website (<http://guest.portal.com/challengedschoolstf>) to house successful practices and other documents that will be collected throughout the research process.
- Hosted a dialogue for board members and superintendents in those challenged schools systems identified as eligible in the first waves of takeover schools.
- Planned a strand of presentations based on local, state and national perspectives during the Thursday, November 21 breakouts during the VSBA Annual Convention. Among others, that national perspective will focus on the school board’s role in school improvement and turnaround, and will be hosted by Dr. Redding.

Obviously, this is only the beginning. The task force faces a multi-faceted issue that will not be resolved today, tomorrow or this year. However, if VSBA is to be a leader it must examine and share the hard realities of why some of our students are not succeeding, and offer positive ideas on next steps. Personally, I would like to extend a huge thanks to the members of the task force who accepted this difficult responsibility: Juandiego Wade (Charlottesville City), Chair; Bob Hundley (Hanover County); Kathy Rogers (Henry County); Lori Vaught (Roanoke City); Brenda Sheridan (Loudoun County); Dr. Mark Lineburg (Bristol City); Dr. Scott S. Brabrand (Lynchburg City); Rodney Jordan (Norfolk City); and Noah Simon (Arlington County). **BC**

Media Honor Roll 2013 – Additional Nominees

In addition to the reporters and media outlets listed in our October newsletter, the following reporters are also part of the VSBA’s 2013 Media Honor Roll.

- | | | |
|-------------------------------|------------------|--------------------------|
| 1. Bath County | Bonnie Ralston | Alleghany Mountain Radio |
| 2. Bath County | Larry O’Rourke | The Virginian Review |
| 3. Bath County | Mike Bollinger | The Recorder |
| 4. Henry County | Paul Collins | Martinsville Bulletin |
| 5. Newport News City | Sylvia Weinstein | The Oyster Pointer |
| 6. Rappahannock County | Matt Wingfield | Rappahannock News |
| 7. Roanoke County | Annie McCallum | The Roanoke Times |
| 8. Roanoke County | David Kaplan | WDBJ Television |
| 9. Roanoke County | Debbie Adams | Vinton Messenger |

What is the Media Honor Roll?

Reporters have the power to shape community attitudes about public schools, and the Media Honor Roll is a way to recognize fair and balanced reporting about our schools. Criteria for honorees include: (1) make the effort to get to know the superintendent, board chairman, division’s mission and goals; (2) report school news in a manner that is fair, accurate, and balanced; (3) give a high-profile position to good news about schools; (4) visit the schools; and (5) maintain a policy of no surprise by sharing information with school representatives.



Advocacy Update & Legislative Advocacy Conference Recap

...we had an excellent panel discussion with four General Assembly members: Senator George Barker (39th District), Delegate Dickie Bell (20th District), Senator Steve Martin (11th District), and Delegate Jennifer McClellan (71st District).

VSBA staff have been busy over the last few weeks traveling across the Commonwealth attending stakeholder and policy meetings, presenting at conferences, drafting potential legislation, and meeting with board members, superintendents, and our gubernatorial candidates. Our efforts are in preparation for the upcoming General Assembly session, which begins on January 8, 2014, and a new governor, who takes office on January 11, 2014. We know that all of you are making the same effort in your localities to meet with your constituents, boards of supervisors, town/city councils, and local legislators.

The VSBA's first annual Legislative Advocacy Conference took place on September 30 in Charlottesville. We had a great turnout for our first year with over two hundred board members, superintendents, and legislative liaisons in attendance from each corner of Virginia. The day featured a hot-topic presentation from Dr. Tonya Moon with the University of Virginia's Curry School of Education. She discussed Virginia's current accountability system, ways to improve upon and strengthen our student assessments, and answered many thought provoking questions. If you have not reviewed her presentation, it is available on the VSBA web site at <http://www.vaschoolboards.org/images/uploads/TonyaMoonPresentation-LAC.pdf>

Following Dr. Moon, we had an excellent panel discussion with four General Assembly members: Senator George Barker (39th District), Delegate Dickie Bell (20th District), Senator Steve Martin (11th District), and Delegate Jennifer McClellan (71st District). Each of them offered suggestions on ways to engage legislators prior to session, and they discussed relevant policy areas from local control to virtual and STEM education.

Our last panel of the day featured four school board colleagues (Milton Johns, Prince William

County; Beth Rhinehart, Bristol City; Warren Stewart, Norfolk City; and John Wright, Goochland County), who discussed best practices in state-level advocacy for school boards. Some of their suggestions included:

- Know the issues and be prepared for the other side of the issue. Legislators hear from constituents and lobbyists on all sides of issues so it's important to be prepared since time is often short.
- Get to know committee members and find a champion who can help advocate on behalf of your position. These key legislators will often fight for your cause and help you lobby their colleagues.
- Build trust and relationships, not only with legislators but also with the "door keepers" like the administrative assistants and legislative aides. Also, build personal, not just professional relationships.
- Establish your legislative priorities as early as possible, and anticipate which issues may require additional funding and which may not.
- Host events, such as a legislative breakfast, to present issues and updates on your school system.
- Be timely, be non-partisan, be respectful, be a person of your word, and be persistent. It's important to keep each of these pieces of advice in mind when meeting with your legislators. You never know who you may need to engage and garner support from on any issue, so it's important to be respectful no matter which side they may vote.

As we get closer to the General Assembly session, the VSBA will continue to update you on our efforts and ways for each of you to engage with your local elected leaders. Advocacy is a team effort and each of us needs to advocate for our students, teachers, and school boards. Keep on the lookout for action alerts, legislative blog postings, and advocacy updates on Facebook and Twitter.

VSBA
Capital Conference
 RICHMOND, VA
 January 27, 2014

WHO ARE YOUR LEGISLATORS?
 Visit the Virginia General Assembly web site
 to identify your local legislators and obtain contact information.
CLICK HERE
<http://conview.state.va.us/whosmy.nsf/vgamain?openform>



VSBA ANNUAL CONVENTION

REGISTER ONLINE

Registration increases by \$50 after November 8!

<https://em.eboardsolutions.com/Events/Registration/Wizard/EventDetails.aspx?C=ifON&EID=GEJD>

What's in it for me? Top reasons the VSBA Annual Convention is a must-attend event

By Gina Patterson, deputy executive director

By now you have most likely heard about the upcoming VSBA Annual Convention being held from November 20-22 at the Williamsburg Doubletree. Whether you are a new or veteran board member, school administrator or division staff member, there truly is something for everyone at this premier education event.

If you have registered for the Annual Convention – great! This article can help you plan and think about your conference experience. If you haven't registered yet, this will serve as a friendly reminder to do so.

Is the VSBA Annual Convention offered at a great price? Absolutely! Rarely will you find three days of excellent professional development at a low cost of \$250 per person. Let's not forget the tangible benefits and *take-it-home-now-and-use-it* knowledge this worthwhile event offers.

Below are a few of the reasons the conference is a valuable investment of your time:

- › **Networking:** Over 1,000 people attend the Annual Convention. Attendees share their ideas, challenges, stories and tips during these packed three days.
- › **Camaraderie:** Build camaraderie with your division's board members, superintendent and clerk as you learn new ideas and continue to build vital relationships with your team.

- › **Exceptional Professional Development:** You can attend multiple education sessions in several different learning tracks.
- › **Special Events:** Three General Sessions, two receptions, an in-depth General Assembly Session and other special events expand networking and learning opportunities.
- › **Premier Exhibit Show:** The convention features one of the state's largest education-related trade exhibitions. More than 70 exhibitors are on-hand to share their products and services.
- › **Outstanding Speakers:** Acclaimed, inspirational speakers share their stories and keys to success.
- › **Students in Action:** This is a wonderful opportunity to see Virginia's schoolchildren in action during the Student Achievement Fair, including student performing groups, student artwork and displays.
- › **Head Home Inspired:** The wealth of knowledge gained at the VSBA Annual Convention will help you succeed and be ready to lead your division with a refreshed sense of optimism.

These are just a few of the reasons the VSBA Annual Convention is a valuable investment of your time. More information about this event can be found at http://www.vaschoolboards.org/index.php/meetings_conferences/vsba_annual_convention/

We look forward to seeing you there!

Thank you to the VSBA Annual Convention Event-Level Sponsors

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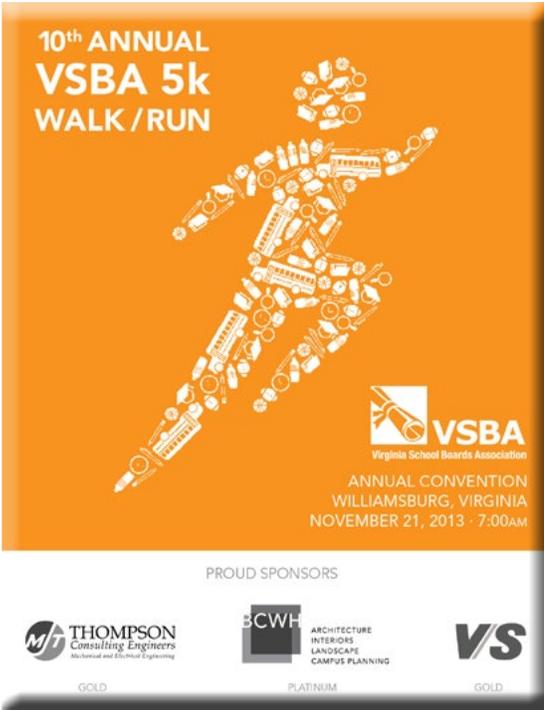




VSBA ANNUAL CONVENTION HIGHLIGHTS

EARLY BIRD SESSIONS - Register Today!

Wednesday, November 20 • 9:30 am – Noon



Mastering the Media Interview

Peter J. Sengenberger, M.Ed., Title20 Consulting, LLC

This training is a must have for all school board members, administrators, and any other division staffers who may find themselves “on the record” with a reporter. Learn about the differences between print/radio/TV media interviews, definite “do’s and don’ts,” message development considerations, and specific interview strategies. We will practice essential techniques for participants to use when being interviewed about positive news stories, as well as more challenging ones such as state test results and unexpected crisis situations.

Improving College Readiness Through Dual Enrollment

Laura Holian, REL Appalachia

Attendees will be led through a discussion of dual credit courses (AP, IB, and dual enrollment) as a strategy for improving college readiness. Participants will receive information about the prevalence of and enrollment in dual credit programs. Facilitators will lead discussions about strategies for implementing programs, lessons learned, and overcoming challenges to expanding dual credit programs.

RIVALRIES. REFRESHMENTS. HUT.



TOUCH DOWN

on Thursday, November 21, 2013

7:30 pm–12:00 am

at The Doubletree by Hilton Williamsburg

Rutgers University vs University of Central Florida

Atlanta Falcons vs New Orleans Saints

MOSELEY ARCHITECTS



Convention Overview

Wednesday, November 20

- 8:30 - 5:30** Registration
- 9:30 - Noon** Early Bird Sessions
Pre-registration Required
-  **11:30 - 1:30** Student Achievement Fair
- 2:00 - 4:00** General Session
Sponsored by Sodexo
Student Video Contest Winners Announced!
- 4:00 - 4:30** Break
-  **4:30 - 5:30** Extended Regional Meetings
-  **5:30 - 7:00** President's Reception
Sponsored by RRMM and Mark III Employee Benefits
- 9:00 - 11:00** Education Celebration
Reception/Dance
Sponsored by RRMM

Thursday, November 21

- 7:00** 10th Annual VSBA 5K Walk/Run
Sponsored by BCWH, Thompson Consulting Engineers, and VS America, Inc.
- 8:00 - 9:15** Continental Breakfast
-  **8:30 - 9:15** General Session
- 9:30 - 12:00** Breakout Sessions
- 12:00 - 2:00** Complimentary Boxed Lunch & Exclusive Exhibit Hall Hours
- 2:00 - 4:00** VASS Workshop
- 2:00 - 4:30** Breakout Sessions
- 2:00 - 4:30** VSBA Delegate Assembly
-  **4:30 - 6:00** VSBA Shrimp Fest
Sponsored by Johnson Controls

Friday, November 22

- 8:30 - 11:00** General Session
Sit-down Breakfast
- 11:00** Adjourn

REGIONAL MEETINGS

Wednesday, November 20
4:30 pm - 5:30 pm

At the request of members, regional meeting times have been extended!

SCHED – Online Convention Scheduling

Back by popular demand is an online scheduling program called "SCHED". SCHED allows you to view full session information prior to the convention, with biographies on the session speakers, links to helpful information, sorting capabilities by presentation topic, and much more! SCHED is also mobile-ready, and you can create a profile to save and organize the sessions that you would like to attend while in Williamsburg.

Color-Coded Session Tracks!

- Activity
- Advocacy Track
- Boardsmanship
- Early Bird Session
- Energy/Sustainability Track
- General Session
- Lunch Session
- Public Relations/Communications Track
- School Law
- Schools in Challenging Environments Track
- STEM Track

SCHED

<http://2013vsbaannualconvention.sched.org/>

Pre-Convention Education Foundation Workshop

Tuesday, November 19

Held in conjunction with the VSBA Annual Convention, this workshop is designed for education foundation professionals, volunteers, and those interested in starting an education foundation. Topics covered will include getting started with foundations, creative fundraising methods, ways that foundations have helped school divisions recover from a natural disaster, and best practices.

Foundation Brochure

<http://www.vaschoolboards.org/images/uploads/foundationflyer13.pdf>

REGISTER ONLINE

Registration increases by \$50 after November 8!



Resolutions

Resolutions in Support of OEI Lawsuit Being Adopted Across Virginia

To date, 84 School Boards, 1 City Council, and 1 Board of Supervisors have passed resolutions in support of the lawsuit questioning the constitutionality of the Opportunity Educational Institution (OEI). If your division has passed a resolution, but you are not yet on this list, please e-mail Gina Patterson, deputy executive director, at gina@vsba.org.

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

HOW CAN OUR DIVISION BE INVOLVED?

Many divisions have contacted VSBA to ask how they can be involved and show their support. A sample resolution is available at http://www.vaschoolboards.org/images/uploads/OEI_SampleResolution.docx We encourage local school boards around the state to adopt this resolution, or something similar. When you do, share the resolution with your local media outlets and send a copy to VSBA.



POLICY SERVICES

VSBA Policy Services—An Overview

Many school board members are aware of whether or not their division is a member of VSBA Policy Services. Some board members, especially newer board members, may not know exactly what membership in Policy Services means.

VSBA Policy Services provides each of its members with a copy of the VSBA Policy Manual (in both hard copy and electronic formats) when the division joins VSBA Policy Services. After that, the division receives regular updates, which keep the individual policies current. Updates are provided at least twice a year, in February and May. The May update contains policy revisions based on legislation passed by the General Assembly.

VSBA asks each division in Policy Services to designate a Policy Contact. The Policy Contact is the staff person with whom VSBA communicates regarding policies. Policy Contacts receive a document called “Tips for New Policy Contacts.” That document is designed to help the Policy Contact process updated policies efficiently. VSBA invites Policy Contacts to a Policy Services Workshop each May to discuss the new and revised policies.

When updated policies are available, they are placed on the VSBA website and the Policy Contact is notified. Updated policies are available in both final and “red line” formats. The “red line” format includes struck-through and underlined language so that readers can easily identify what has been revised in each policy. Policy Updates are accompanied by an Explanation of Revisions which contains a very brief description of the changes to each policy. For example, the Explanation of Revisions may state that a particular policy has been revised because of a statutory amendment based on a House or Senate Bill. Approximately two weeks after Policy Contacts and superintendents are notified that updated policies are available, school board members are notified, via email, that updated policies have been distributed. The notification to board members is intended to let them know that updated policies will be appearing on a board meeting agenda in the near future. VSBA recommends that Policy Contacts process updated policies within a month.

Policy Updates remain on the VSBA website for approximately one year. After that time, revised policies are incorporated into the Policy Manual, which is available on the website.

VSBA Policy Services follows a compliance model of policy drafting. This means that VSBA Policies are designed to help school divisions comply with state and federal laws and regulations. When the controlling law permits or requires the school board to select an option or otherwise make a decision regarding the specific policy, information regarding the various options is included in a footnote. Those footnotes are designed to provide information for board members when they are considering a policy. The footnotes are not intended to be included as part of a division’s final policy.

Currently, 127 Virginia school boards are members of VSBA Policy Services. VSBA appreciates the confidence those boards place in VSBA.

VSBA Policies are designed to help school divisions comply with state and federal laws and regulations.

VSBA Policy Manual

February Update

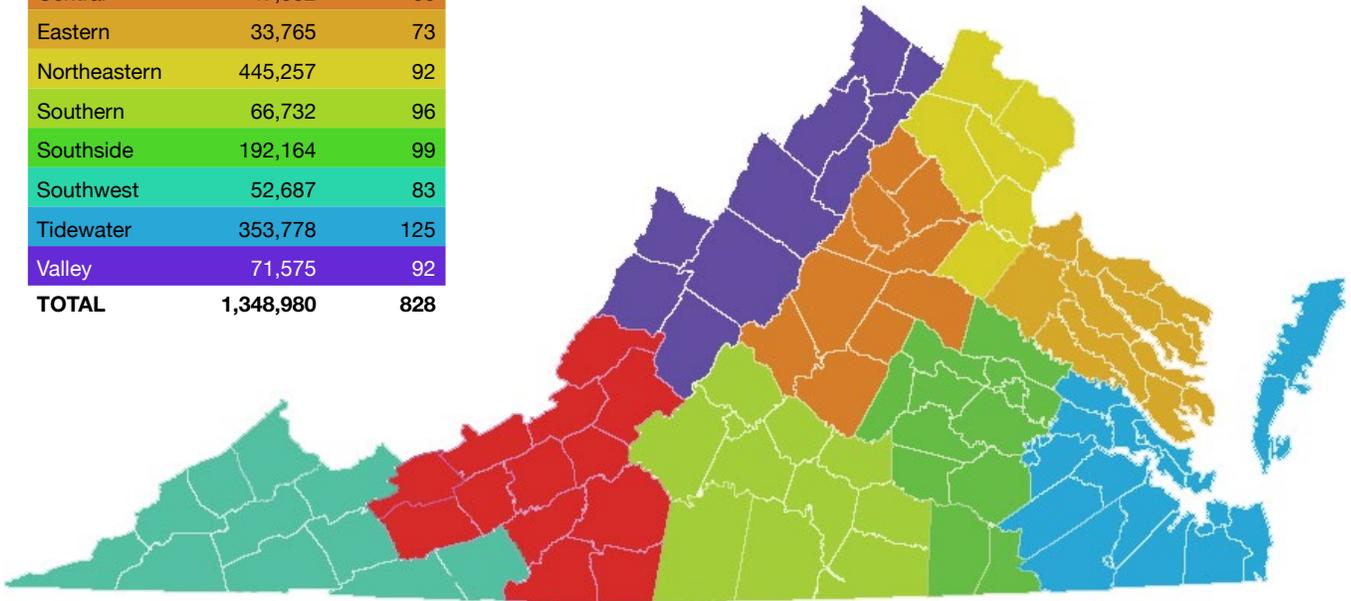
May Update

Tips for New Policy Contacts

Explanation of Revisions



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



VSBA Board of Directors

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Falls Church City

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Lancaster County

Kimberly B. Gray, Chair, Southside Region
Richmond City

Leonard Stewart, Jr., Chair, Valley Region
Lexington Virginia

Julie Bennington, Insurance Pools Supervisory Board
Bedford County

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.