



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

## PRESIDENT'S MESSAGE

When I was honored to be named VSBA president last fall I immediately began to think of how I could make a contribution that would impact the work of current and future school boards. Often advised to share what you do best, I immediately thought of my efforts locally to create, endorse and support business partnerships. I belong to several civic groups that donate time, talents and energy, which have strengthened and enriched Warren County Public Schools through partnerships.

Reflecting on the success of those local efforts, I declared at the conclusion of the 2012 Annual Convention that 2013 would be the year of "School/Business Partnerships". With the talented folks at VSBA, I did a Public Service Announcement that was distributed to school divisions to encourage all to develop new and creative partnerships. We then held a webinar in mid-May that highlighted three successful

partnerships representing three school divisions. I also spoke at the Caroline County Chamber of Commerce in late spring to share ideas on how to reach out to potential partners.

Another high point this year was the eight partnerships featured at the July Conference on Education. Located at booths in the main hallway, traffic came to a standstill as interested attendees learned about every type of partnership from Job-for-a-Day and improving environmental issues, to safe teen driving and STEM related inventions. The diversity and scope was incredible!

My year as president may be coming to a close but this is only the start. Encouraging partnerships is like planting a seedling, nurturing it and finally seeing the end result - a beautiful plant that will continue to grow and flourish for many years. It's not too late; reach out and grow a new partnership! **RB**

## ISSUE HIGHLIGHTS

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## DATES TO REMEMBER

**NOVEMBER**  
Take Your Legislator to School Month

**November 20-22**  
VSBA Annual Convention

**December 6**  
VSBA Board of Directors Meeting

## From the Executive Director

### Responding to Reporters

I've found myself talking to reporters more in the last two months than I have in my entire career at VSBA. Obviously, it has been for good reason with VSBA joining with Norfolk City Public Schools in the lawsuit against the Opportunity Educational Institution (OEI). Once I got beyond the usual what, why, where, when and how questions that reporters asked, the follow up inquiry frequently was, "What, if anything, is VSBA doing to help our schools in challenging environments?" It's a fair question and one I welcomed because it allowed me to share several initiatives your Board of Directors and VSBA staff have been actively engaged in developing. Here are some of those initiatives to date.

First, the Board of Directors established a Task Force on Schools in Challenging Environments, which is bringing together board members, superintendents, Board of Education members, Department of Education staff, university

professors and others to identify and share research, resources and strategies that will empower all of Virginia's schools to reach higher levels of student achievement. The Task Force has met several times and recently hosted a dialogue session for some of those groups just mentioned and those identified in the first wave of OEI takeovers. This isn't just an opportunity to talk; VSBA is serious about meaningful change and identifying factors that will lead to improved student achievement.



**VSBA Executive Director  
Barbara J. Coyle**

Second, we are collaborating with our colleagues at the National School Boards Association to pilot a school governance training program with the National School Boards Association's Council of Urban Boards of Education (NSBA/CUBE). Components of that training include, among others, establishing board norms and being held accountable for them, developing a measurable strategic plan and being held accountable for it,

*Continued on page 2*



**From the Executive Director** *continued from page 1*

and developing a Code of Conduct and holding oneself accountable. That pilot has the potential of being shared nationally so we are very excited it is being developed in Virginia.

Third, a separate daylong track of Annual Convention presentations focusing on schools in challenging environments has been developed. Presenters will bring expertise not only from the local and state perspective, but nationally as well. That national perspective will be offered

by Sam Redding who will discuss the book, "Moving Beyond the Killer Bees," which stresses that school boards need to get beyond the "killer B's" of buildings, buses, books, and budgets to their real work of school accountability. It should be a very interesting series on Thursday, November 21.

As the dialogue continues, more collaboration opportunities will surface. VSBA welcomes the opportunity to be the catalyst and an advocate for great schools for all the children of the Commonwealth. **BC**

**Lawsuit Filing**

<http://www.va-schoolboards.org/images/uploads/conferences/OEI-Lawsuit.pdf>

Albemarle County

Amelia County

Appomattox County

Augusta County

Alexandria City

Bedford County

Bland County

Botetourt County

Bristol City

Buckingham County

Campbell County

Caroline County

Carroll County

Charlottesville City

Cumberland County

Fairfax County

Falls Church City

Fauquier County

Floyd County

Fluvanna County

Franklin City

Franklin County

Giles County

Gloucester County

Goochland County

Hampton City

Harrisonburg City

Halifax County

Highland County

Isle of Wight County

King George County

King William County

Lancaster County

Loudoun County

Lynchburg City

Madison County

Manassas City

Martinsville City

Mathews County

Montgomery County

Nelson County

New Kent County

Newport News City

Northampton County

Norton City

Orange County

Petersburg City

Pittsylvania County

Portsmouth City

Rappahannock County

Roanoke City

Roanoke County

Rockingham County

Russell County

Scott County

Shenandoah County

Smyth County

Surry County

Tazewell County

Waynesboro City

Wise 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](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.



[http://www.vaschoolboards.org/images/uploads/LegislatorToSchool\\_Guide.pdf](http://www.vaschoolboards.org/images/uploads/LegislatorToSchool_Guide.pdf)

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**

## Advocacy in Action:

### Take Your Legislator to School Month

Take Your Legislator to School Month (TYLTSM) is right around the corner! If you haven't already extended an invitation to your local legislators, now is the time. TYLTSM 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.

In addition, when legislators visit your schools, local students will have the opportunity to interact with elected officials and learn about the important roles and responsibilities of Virginia General Assembly members. Almost like a field trip that is coming to your school, a visit by your local legislator creates many different "teachable moments."

There are many different types of activities that your division and local legislators can implement, including:

- Speaking to civics classes about current "hot topics"
- Reading to younger students
- Participating in a mock election
- Discussing the Virginia legislative process

The precise format for each visit should be negotiated between the division or school and the legislator, but we recommend it include a tour of school facilities conducted by a board member or other division officials. Use this opportunity to raise awareness of division successes, showcase a particular program that a legislator helped fund, or highlight division needs that have gone unmet.

### Promote & Celebrate Your Visit

- After you have issued your invitation and planned the visit, distribute a media alert and invite the media to cover the visit.
- Take pictures and include a story about the visit in your division newsletter and on the division web site.
- Have participating students send thank you letters to the visiting legislator.
- Notify the VSBA of your activities. We may attend your event, promote it in our newsletter or on our web site, and/or include a news story in the VSBA Daily News.



**TYLTSM 2012, Senator Steve Newman answering questions for Brookville High School government students (Campbell County).**



**TYLTSM 2012, Senator Frank Ruff visiting Rustburg High School (Campbell County)**

## 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/vgmain?openform>



# Legislative Advocacy Conference

More than 200 school board members, superintendents, legislators, community and government relations directors, and educational leaders from across the Commonwealth attended the VSBA's inaugural Legislative Advocacy Conference on September 30th. Topics covered included:

- Videos from Gubernatorial Candidates Ken Cuccinelli and Terry McAuliffe
- Opportunity Educational Institution Lawsuit Update (Barbara Coyle, VSBA executive director; Pat Lacy, VSBA special counsel and partner with ReedSmith)
- Hot Topic: Student Assessments, Growth Measures and Accountability (Dr. Tonya Moon, UVA Curry School of Education)
- Challenges in Education: A View from Richmond - Panel Discussion (The Honorable George Barker, The Honorable Dickie Bell, The Honorable Steve Martin, The Honorable Jennifer McClellan; Moderated by Kathy Rogers, VSBA legislative positions committee chair)
- Best Practices for State-Level Advocacy - Panel Discussion (Milton Johns, Prince William County School Board; Beth Rhinehart, Bristol City School Board; Warren Stewart, Norfolk City School Board; John Wright, Goochland County School Board; Moderated by Emily Webb, VSBA coordinator of government relations)

Attendees heard from Gubernatorial Candidates Ken Cuccinelli and Terry McAuliffe via pre-recorded videos



The Honorable George Barker, 39th District, Senate of Virginia



The Honorable Dickie Bell, 20th District, Virginia House of Delegates



The Honorable Jennifer McClellan, 71st District, Virginia House of Delegates, and The Honorable Steve Martin, 11th District, Senate of Virginia





VSBA ANNUAL CONVENTION

General Session Speakers



Bearden

**Wednesday**  
November 20, 2013

**Jim Bearden**  
**Leadership and a Culture for Learning: Closing the Gaps Between What Sounds Good & What Gets Done**

Organizational culture is an intangible, but very real—and powerful—phenomenon. A school division’s true culture is revealed by the behavior of the people working in that district. Creating cultures that reinforce and support behavior essential to learning (student achievement) is one of the most important things division leaders are called on to do. Using plenty of humor and drawing from his corporate and military leadership experiences, as well as from his work with NSBA and multiple state school boards associations, Jim will offer fresh insights on the relationship between leadership behavior, school division culture and student achievement with his keynote presentation.



May

**Thursday**  
November 21, 2013

**Jeffrey May**  
**Raised Expectations with No Excuses**

In this session, Jeff May will highlight how raised expectations, discipline and “no excuses” led his Westside Elementary School (Roanoke) debate team all the way to Marshall, Texas to debate before the World-Renown Great Debaters of Wiley College. Jeff will explain how incentive programs like step and debate not only improve academics, behavior and attendance, but also how they affect real change within the lives of the children who participate.

**Friday**  
November 22, 2013

**Dr. James Johnson**  
**Disruptive Demographics: Implications for K-12 Education in Virginia**

Six disruptive demographic trends of the first decade of the new millennium—the South rises again, the browning of America, marrying out is “in,” the silver tsunami is about to hit, the end of men?, and cooling water from grandma’s well... and grandpa’s too—will dramatically transform all of this nation’s social and political institutions. Using data from Census 2010 and other sources, Dr. Johnson will describe these trends and assess the specific implications and challenges they pose for the Virginia public education system.

Thank you to the VSBA Annual Convention Event-Level Sponsors

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## 45th Annual PDK/Gallup Poll

Gallup recently released findings from the 45th annual PDK/Gallup Poll of the Public's Attitudes Toward the Public Schools. This is an annual poll that allows educators and policy makers to track public opinion about the nation's public schools, and is the longest-running survey of American attitudes toward education.

**Highlights**

[http://pdkintl.org/noindex/2013\\_PDKGallup\\_HL.pdf](http://pdkintl.org/noindex/2013_PDKGallup_HL.pdf)

**Full Report**

[http://pdkintl.org/noindex/2013\\_PDKGallup.pdf](http://pdkintl.org/noindex/2013_PDKGallup.pdf)

**Press Release**

[http://pdkintl.org/noindex/2013\\_PDKGallup\\_PR.pdf](http://pdkintl.org/noindex/2013_PDKGallup_PR.pdf)

## Virtual Learning Task Force Report

At its August 21, 2013 meeting, the VSBA Board of Directors authorized the Task Force on Virtual Learning to continue its work until the August 20, 2014 meeting and report further findings and recommendations.

### Approved Recommendations:

1. Blended learning is the best approach for most students to learn the 21st century learning skills.
2. Accountability is essential to ensure the quality of virtual learning offerings.
3. Teacher preparation for virtual learning must involve dedicated training for new and practicing teachers who are new to virtual learning, and/or teachers of online-only courses.
4. Local funding should remain local in order to fund community-driven innovation and support services that local school divisions are required to provide to resident students regardless of the location of their virtual school.
5. Recommended legislative action is needed to conduct a study of cost effectiveness.

# 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**



## Media Honor Roll 2013

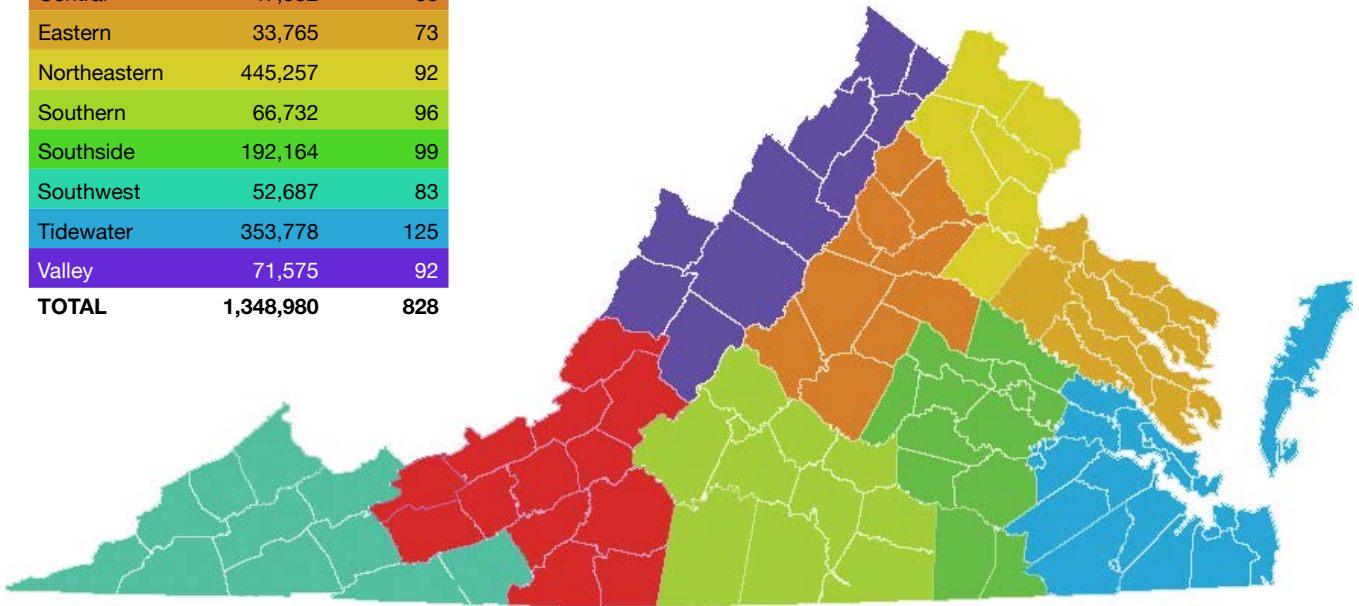
Reporters have the power to shape community attitudes about public schools, and the Media Honor Roll is a way to recognize fair and balanced reporting about our divisions. As student advocates, we should not be opposed to reporters who cover our schools' shortcomings fairly. We should oppose unfair "school bashing." 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.

1. <b>Alleghany County</b>	Darrell Gleason	The Virginian Review
2. <b>Bedford County</b>	Newspaper	Bedford Bulletin
3. <b>Bedford County</b>	Justin Faulconer	The News & Advance
4. <b>Bedford County</b>	Tom Wilmoth	Bedford Bulletin
5. <b>Buckingham County</b>	Tana Knott	The Farmville Herald
6. <b>Covington City</b>	Josh Hagy	The Virginian Review
7. <b>Cumberland County</b>	Ilsa Loeser	The Farmville Herald
8. <b>Falls Church</b>	Andre Taylor	Falls Church Patch
9. <b>Falls Church</b>	Nicholas Benton	Falls Church News Press
10. <b>Falls Church</b>	Stephen Siegel	Falls Church Times
11. <b>Goochland County</b>	Ken Odor	Goochland Gazette & Richmond Times Dispatch
12. <b>Halifax County</b>	Newspaper	The Gazette-Virginian
13. <b>Halifax County</b>	Newspaper	The News & Record
14. <b>Harrisonburg City</b>	Jim Britt	Verstandig Broadcasting
15. <b>Isle of Wight County</b>	Dan Preston	WQLM FM Radio
16. <b>Isle of Wight County</b>	Stephen Cowles	Tidewater News
17. <b>Isle of Wight County</b>	Television	WAVY-TV 10/WVBT FOX 43
18. <b>King William County</b>	Frannie Hubbard	The Tidewater Review
19. <b>Lynchburg City</b>	Jessie Pounds	The News & Advance
20. <b>Manassas Park City</b>	Jamie Rogers	Manassas Park Patch
21. <b>New Kent County</b>	Alan Chamberlain	New Kent–Charles City Chronicle
22. <b>New Kent County</b>	Andre Jones	New Kent–Charles City Chronicle
23. <b>New Kent County</b>	Amy Jo Martin	Tidewater Review
24. <b>Orange County</b>	Dan McFarland	The Free Lance-Star
25. <b>Orange County</b>	Gracie Hart Brooks	Orange County Review
26. <b>Page County</b>	Rebecca Armstrong	Page News & Courier
27. <b>Petersburg City</b>	Joe St. George	WTVR-CBS 6
28. <b>Petersburg City</b>	Lloyd (Doc Christian) Robinson	WGGM-AM 82 & FM 99.7
29. <b>Pittsylvania County</b>	Chuck Vipperman	WBTM Radio
30. <b>Pittsylvania County</b>	Susan Worley	Star-Tribune
31. <b>Prince William County</b>	Peter Arundel	Prince William Times & Gainesville Times
32. <b>Prince William County</b>	Randi Deiotte Reid	Observer Newspapers
33. <b>Prince William County</b>	Uriah Kiser	Potomaclocal.com
34. <b>Rockbridge County</b>	Jim Bresnahan	WREL Radio
35. <b>Rockbridge County</b>	Kit Huffman	The News-Gazette
36. <b>Smyth County</b>	Jerry Orr	Smyth County News & Messenger
37. <b>Smyth County</b>	Linda Burchette	Smyth County News & Messenger
38. <b>Smyth County</b>	Stephanie Porter-Nichols	Smyth County News & Messenger



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
<b>TOTAL</b>	<b>1,348,980</b>	<b>828</b>



### 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.