



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

## President's Message

As a board member, you know that local businesses have the power to shape community attitudes about public schools. In November 2012 when I assumed the position of president, I declared that the theme for my presidential year would be partnerships between school divisions and the business community. Working with the VSBA staff, a number of ideas were created to encourage partnerships in addition to what has been in place. The result was the VSBA Business Honor Roll.

A request went out in early April to identify those partnerships. It was encouraging to see that so many school divisions submitted names of businesses and organizations to be added to the VSBA Business Honor Roll. All of us are thankful to those who support public education within our communities. Partnerships are vital to accomplishing our goal of seeing that all students achieve at their highest level. A special thanks to each school division that nominated a business.

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### DATES TO REMEMBER

- June 6**  
**Board of Directors Meeting,**  
VSBA Office, Charlottesville
- July 23**  
**VSBA Conference on Education**  
Richmond, Marriott

The VSBA Business Honor Roll is a way for local school divisions to recognize local businesses for their support, especially as schools face increasing budget uncertainty. The Business Honor Roll helps school divisions say "thank you" to any business for its vital contributions. Businesses large and small, corporate-owned or family-run play a key role in supporting the community and local schools. By helping schools with in-kind or financial contributions, donating to scholarship programs, and supporting extracurriculars offering internship opportunities, volunteering in the schools, and sponsoring field trips, local businesses contribute to the success of schools in many ways.

Along the same lines of sharing partnership efforts, I had the honor of speaking on business partnerships in Caroline County. The audience consisted of members of the Chamber of Commerce, local economic development group members, and other citizens. The audience was so engaged that I had an informal conversation for 45 minutes after the meeting ended. This experience validated the need to share the good news of and innovative ideas within business partnerships. Read on to see creative examples of partnerships and perhaps one will stimulate you and your school board to reach out to create a new partnership. "I encourage all school boards to pursue unique and successful business partnerships. Go for it!

## New Name, Same Great Conference

The VSBA Board of Directors voted to change the name of the *VSBA Governor's Conference on Education* to the **VSBA Conference on Education** at its March 22 meeting. While a minor change, this new name prevents any confusion with other governor's conferences and events, and reaffirms the VSBA's role as the leading educational association in Virginia.

The *VSBA Conference on Education* will take place July 23, 2013 at the Richmond Marriott. Attendees will have the opportunity to choose from over fifty mini-workshops highlighting successful practices in Virginia's school divisions. Topics will range from instruction and curriculum to school law, and technology to school safety; participants are bound to leave with many great insights and practical ideas. After the roundtable presentations, attendees will break into regional meetings to discuss new task force recommendations, as well as pertinent issues coming up for their particular regions. A luncheon and featured speaker will close out the day. Register today, and don't miss out on one of the VSBA's most highly regarded and attended conferences! More information is available on the VSBA website. [http://www.vaschoolboards.org/index.php/meetings\\_conferences/vsba\\_conference\\_on\\_education/](http://www.vaschoolboards.org/index.php/meetings_conferences/vsba_conference_on_education/).



## First Annual Business Honor Roll Successful

More than 36 divisions participated in the program, recognizing over 200 firms for providing invaluable support to their schools and students.

The VSBA Business Honor Roll helps school systems say “thanks” for their invaluable contributions. Businesses of all sizes, corporate-owned or family-run, play a key role in supporting the community and local schools. From helping schools with in-kind or financial contributions, donating to scholarship programs, supporting extracurriculars, offering internship opportunities, volunteering in the schools, and sponsoring field trips, local business contribute to their schools in many ways.

VSBA mailed personalized recognition certificates and letters of congratulations for each business to division superintendents in time for boards to present to them at the boards’ May meetings. Those businesses included in the VSBA Business Honor Roll are as follows:

### **Albemarle County**

Virginia Biotechnology Association  
University of Virginia Medical Center  
Better Living Supply & Furniture  
The Battelle Foundation  
State Farm Insurance Company  
Martha Jefferson Hospital

### **Alexandria City**

Inova Alexandria Hospital

### **Appomattox County**

Baines’ Books and Coffee  
Walmart of Appomattox

### **Buckingham County**

Buckingham County Sherriff’s Department  
F. Acie Allen, Jr., Attorney at Law  
Virginia State Police  
Rite Aid Pharmacy #11306

### **Carroll County**

Williams Physical Therapy  
Grayson National Bank  
Food City

### **Chesterfield County**

Tara Nelson and Omega Learning Center  
HCA Virginia Workplace Wellness  
Roger L. Givens, III-WATCH D.O.G.S.

### **Cumberland County**

Southworth Auto & Power Equipment

### **Dinwiddie County**

Church Road Market  
Dinwiddie County Economic Development Office  
Gerdau Ameristeel  
Pepsi Bottling Group  
Virginia Motorsports Park  
Wal-Mart Distribution Center  
Vulcan Materials Company  
Bank of McKenney

### **Fairfax City**

Lowe’s  
YRCI (Your Recruiting Company Inc.)  
AFCU (Apple Federal Credit Union)  
Bob’s Discount Furniture  
Sweet Frog  
Chick-fil-A  
Exxon Mobil

### **Falls Church City**

Alarm.com  
Art and Frame of Falls Church  
Cherry Hill Farmhouse & Bam  
Clare & Don’s Beach Shack  
Creative Cauldron  
DKG Design  
Exxon Mobil Corporation  
Falls Church Arts  
Falls Church Foot & Ankle  
Falls Church News-Press  
Family Medicine in Falls Church  
Flippin Pizza  
Foxes Music  
Greater Falls Church Chamber of Commerce  
Idylwood Grill  
Ireland’s Four Provinces  
Drs. Love & Miller DDS  
Mary Riley Styles Public Library  
Tori McKinney, Keller-Williams Realtor  
Orange Twist  
Point of View Eyewear  
Tinner Hill Heritage Foundation  
Village Preservation & Improvement Society

### **Fluvanna County**

Local Businesses of Fluvanna County

### **Frederick County**

H.N. Funkhouser & Company

### **Fredericksburg City**

Kohl’s Department Store  
Rack Room  
Martz Group: National Coach Works  
Sam’s Pizza  
Home Team Grill

### **Giles County**

PemTel  
Celanese Corporation

### **Gloucester County**

BBT Bank  
Chick-fil-A  
BBT Bank  
EVB Bank  
Home Depot  
Lowe’s  
Office Supply of Gloucester  
State Farm Insurance  
Sun Trust Bank  
Tyndall Point Trading  
Wachovia Bank  
Wal-Mart  
Waste Management  
Wells Fargo Bank  
WXGM Radio

### **Goochland County**

Luck Stone

### **Harrisonburg City**

Ms. Faye Bland, Owner-BAR-B-QUE Ranch  
Brown and Sutt, PLLC  
Frazier Quarry  
Gary Burner, Owner  
Pat Roberts, Owner  
Sheldon Whitmore  
James McHone Jewelry  
Harrisonburg Auto Mall  
Red Front Grocery Store  
Packaging Corporation of America  
Larry Packett, First Bank and Trust  
Jeff Obsenschain, Sleep On It



## First Annual Business Honor Roll, continued

### Henrico County

Health Diagnostic Laboratory, Inc.

### Isle of Wight County

Dairy Queen of Windsor, Virginia

Farmer's Bank

Safco

Hampton Inn and Suites, Smithfield, VA

### King William County

Ripley's Restaurant

Don Pedro's Restaurant

360 Hardware

Kiddie Korner Daycare

West Point Exxon

CLS Landscaping

### Martinsville City

Eastman Chemical Company

Martinsville Speedway

Solid Stone Fabrics

Nelson Automotive Family

American National Bank

RTI Martinsville

### Mathews County

C. Ben Lennon, D.D.S., Mathews Dentistry

### Newport News City

Riverside School of Health Careers

Newport News Shipbuilding

### Orange County

MacMillan Publishing Services (MPS)

### Patrick County

Mr. Adam Wright, President, EMI Security, LLC

### Petersburg City

12<sup>th</sup> Masonic District Prince Hall Free and

Accepted Masons

Capital One

Columbia Gas of Virginia

FeedMore

Omega Psi Phi Fraternity, Inc.,

Delta Omega Chapter

Petersburg Chapter The Links, Inc.

Pizza Hut #025341

Kiwanis Club of Petersburg, VA.

Virginia State University

Wal-Mart Super Center #2160

### Prince George County

Lowe's Charitable and Educational Foundation

### Poquoson City

Stephens Office Supply

### Prince George County

Office Max

Container First Services

Davis Oil Company/Exxon Mobil

Perdue Farms, Inc.

Prince George Electric Cooperative

Wal-Mart Distribution Center

### Prince William County

Dominion Virginia Power

USDA Forest Service

SySTEMic Solutions

Chick-fil-A

### Roanoke City

Appalachian Power

Berglund Automotive Group

BB&T Banking

The Branch Group, Inc.

Carilion Clinic

Goodwill Industries of the Valleys, Inc.

Graham-White Manufacturing, Inc.

Johnson Controls

Joseph Wheby, Jr. of Tull/Ryerson

Magic City Motors Corporation

Roanoke Valley SHRM Chapter #0082

RR Donnelley

Soft Solutions, Inc.

Suzanne P. Moore

Trane, Inc.

Valley Bank

Virginia Western Community College

Western Water Authority

XpedX

### Rockingham County

Pendleton Community Bank

Frazier Quarry, Inc.

Broadway Subway

Mr. John Wade

Merck & Company, Inc. – Stonewall Plant

Merck & Company, Inc.

### Shenandoah County

Holtzman Oil

Zirkles Hardware

Valley Building Supply

Trumbo Electric

The Frazier Quarry

Hepner Tire and Auto

Valley Health - Shenandoah Memorial Hospital

Regulus Group

Shentel

First Bank

State Farm - Doug Veach

### Staunton City

Augusta Health

Augusta Regional Free Clinic

Baja Bean Company

Belk

Blue Ridge Community College

Carded Graphics

Cici's Pizza

Ciro's Pizza

Domino's Pizza

Dupont Community Credit Union

Staunton Economic Development Office

Elks Lodge #351

First Baptist Church of Staunton

Food Lion, N. Coalter Street

Food Lion, Orchard Hill Center

Food Lion, W. Beverley Street

Green Valley Book Fair

Head Over Heels

Mad Hat Enterprises

Kitch'n Cook'd Potato Chips

Lowe's of Staunton

Martin's Foods

Mary Baldwin College

MedExpress

Memorial Baptist Church

Papa John's Pizza

Sheetz

Shenandoah Trophies

Staunton Augusta Rescue Squad

Staunton Augusta YMCA

Staunton City IT Team

Staunton Creative Community Fund

Staunton Police Department

Sweet Frog

Target

The Split Banana Company

Wal-Mart Distribution Center

### Warren County

Warren County Educational Endowment

Valley Health Warren Memorial Hospital

Rotary Club of Front Royal

### Winchester City

Valley Health



## Albemarle, Roanoke City, Hanover, and Arlington Earn National Honors

Magna Awards recognize school districts for outstanding programs that advance student learning and encourage community involvement in schools

Albemarle County Public Schools, Roanoke City Public Schools, Hanover County Public Schools and Arlington Public Schools were honored at the 19<sup>th</sup> annual Magna Awards program sponsored by NSBA's *American School Board Journal*.



**Albemarle County Public Schools** was honored as the grand prize winner in the 5,000 to 20,000 student enrollment category for M-Cubed: Math, Men and Mission, a program developed to improve the academic achievement of African-American male students and encourage them to enroll in higher level high school math classes. The program starts with a two-week summer academy for upper elementary and middle school students but extends year-round with mentoring and academic support from the 100 Black Men of Central Virginia, a community group.

**Roanoke City Public Schools** was honored in the 5,000 to 20,000 enrollment category for its Great Debaters program which aims to boost the achievement of Westside Elementary School students. In addition to hiring a new principal and implementing new programs to engage students, a debate team was formed. The Great Debaters program teaches students analysis, argumentation, and public speaking skills. The Great Debaters have galvanized the community around the school and students' grades and test scores have increased.



**Arlington Public Schools** earned an honorable mention in the over 20,000 enrollment category for their Connected Families initiative. The district created a computer loaner program and worked with local Internet service providers to give devices and an Internet connection to those students who lacked them.

**Hanover County Public Schools** was honored in the 5,000 to 20,000 enrollment category for their program at Pole Green Elementary School called The Village Project. The program involves the elementary school with thirteen "villages": nursing homes, shelters, food banks, Goodwill, and other organizations that have been supported by the school through collections and other service projects. The program engages elementary students in real world experiences through community service and incorporates 11 Virginia Standards of Learning. Students participate in learning groups for reading, writing, and communication skills throughout the villages.

The Magna Awards, supported by Sodexo, recognize districts across the country for outstanding programs that advance student learning and encourage community involvement in schools. This year's three grand prize, 15 first place, and 15 honorable mention winners were selected from three enrollment categories: under 5,000 students, 5,000 to 20,000 students, and over 20,000 students. *ASBJ* initiated the Magna Awards in 1995 to recognize school boards for taking bold and innovative steps to improve their educational programs. An independent panel of school board members, administrators, and other educators selected the winners from nearly 300 submissions.





## VSBA Regions: At the Center of Attention



VSBA  
Executive Director  
Barbara J. Coyle

From the first 2013 VSBA regional meeting on March 5 at King George High School when the weather man called for blizzard conditions, to the final one on May 9 at the brand new Bristol City School Administration Office when the sun was shining and the spring flowers waved in the wind along I-81, the uniqueness that is each region rose up and shouted out, “Experience who we are!” After 195 regional meetings over 23 years I can say with confidence that, yes, each of the nine VSBA regions are quite different. Each reflects the board members, superintendents, students and communities they serve. I can count on having seafood with the Eastern folks, fried chicken in Southside, and something eclectic like tacos in the Northeast. The artwork reflects the area’s landscape and faces just as the entertainment showcases everything from bluegrass to classical to jazz. Buried in all that diversity is a common interest in sharing what is best for all the children in the Commonwealth.

Also buried in all that regional diversity is the necessity for VSBA to support the needs of its VSBA regions’ membership. To that end, the VSBA Board created a Task Force of board members, led by VSBA Past President Earl J. Hunter, Jr. (Hanover County) to consider the structure, mechanics and advocacy of the nine VSBA regions. The group had lively, engaging conversations and considered everything from eliminating the spring regional meetings (NO!) to expanding opportunities for networking throughout the year (YES!).

The full report of the Task Force is on the VSBA website and was emailed to all, but here are some highlights, effective July 1, 2013:

- Spring regional meetings will continue with an emphasis on networking and a new name – VSBA Regional Spring Networking Forums
- Regional elections for chair and vice-chair will move back to the fall in 2014. The officers you just elected this spring will serve from November 2013 thru November 2014, when elections will be held at the Annual Convention meeting and those newly-elected chairs will take their seats at the conclusion of the 2014 Annual Convention
- Regional networking opportunities will be held during the VSBA Legislative Conference, VSBA Conference on Education (formerly Governor’s Conference), and through quarterly regional webinars
- Regional officers will be responsible for more contact with their regional board chairs
- VSBA staff will assist the regional chairs in logistical planning of the regional meetings as needed
- VSBA staff will send a list monthly of “VSBA meeting dates to remember” to each clerk to add to local agendas
- VSBA staff will establish and regional chairs will implement a grassroots advocacy networking plan for use during the state and federal legislative sessions

The VSBA regions will continue to be unique yet united across the state in the common thread of VSBA’s tagline: Leadership – Advocacy – Support! Not only is this our tagline, we believe it is yours regionally and individually as a school board and board member.

**BC**

## Diane Ravitch unveils new initiative to support public education

Diane Ravitch has launched a network devoted to the improvement of defense of American public education. The Network for Public Education will bring together grassroots activists and organizations from around the country to back policymakers who support public schools. Ravitch—an education historian, author and staunch supporter of public education—was a keynote speaker at the 2011 VSBA Annual Convention. Learn more about the network at [www.networkforpubliceducation.org](http://www.networkforpubliceducation.org).



## Virginia Well Represented at the 2013 NSBA Annual Conference



**Prince William County Schools** presented two sessions at the NSBA Conference. The first one, entitled *Moving STEM from Buzzword to Meaningful Instruction*, focused on how to bring STEM education into the classroom in every day lessons. Participants also had a chance to learn some engineering skills of their own during this interactive session. The second session was entitled *BYOD (Bring Your Own Device) in the Classroom and Beyond*. This session discussed the ways to embrace personal devices in the classroom and discussed some of the legal questions attendees might have had.



**Fairfax County Schools** also presented two presentations in San Diego. The first featured Superintendent Jack Dale on a panel discussing 21<sup>st</sup> Century Schools. The school board and staff led a second session, entitled *Framework for Academic Achievement and Closing the Gap*, where an active Q&A was held between attendees on how Fairfax has been able to close the gap with academic achievement at each level in the school division.



**Williamsburg/James City County Schools** led a session, entitled *Getting It Right From the Start: Building and Maintaining a Successful School Board/Superintendent Partnership*, where presenters reviewed the process in which they hired their superintendent and created "Standard Operating Procedures" for their school board which has resulted in a very high-functioning school board/superintendent team.



**Roanoke City Schools** reviewed their collaboration with local foundations and businesses during their presentation entitled *One Urban, One Suburban, and One Rural School Division and a Community College Unite to Build a Successful Future for Students*. Their partnership allows students to complete a tuition-free associates degree to transfer to a four-year school or to enter the workforce.

Many of the presentations made at the national conference will be repeated at the VSBA Annual Convention in November. Congratulations to each of the presenting divisions for a job well done and for providing a great representation of the wonderful work that is taking place in Virginia's public schools.

## Roanoke Co. Public Schools Named Top Digital School System for 2013

Top-ranked school districts have been announced in the ninth annual Digital School Districts Survey by the Center for Digital Education (CDE) and the National School Boards Association (NSBA). Roanoke County Public Schools was named the top digital school system in the 12,000+ students category. The survey showcases exemplary school boards' and districts' use of technology to govern the district, communicate with students, parents and the community, and to improve district operations.

The Center for Digital Education (CDE) is a national research and advisory institute specializing in K-12 and higher education technology trends, policy, and funding. CDE's media platform includes the Center for Digital Education Special Reports, [centerdigitaled.com](http://centerdigitaled.com), email newsletters, and custom publications.





## Support When You Need It

*by Attorney Douglas L. Guynn*

The Virginia Education Law Group<sup>SM</sup> of BotkinRose PLC

[www.botkinrose.com](http://www.botkinrose.com)

For those with extensive experience as legal counsel to numerous Virginia school boards, the management of liability claims is especially important in today's litigious world where school boards, their members, and administrators quickly become attractive legal targets. Without early and effective handling of these claims by the school board's insurer or insurance program, small claims can become large claims and school officials can find themselves exposed to increased risks and stress, distracting them from their primary mission of education. A recent experience illustrates how an excellent working relationship with VSBA Insurance Services proved successful for a school board, particularly in a high-stakes scenario.

Several years ago, a Virginia school board discovered that one of its staff members had allegedly been engaging in unprofessional conduct with one or more students. Although the school division's management immediately sought our legal advice and completed an investigation that occasioned the teacher's prompt resignation, the school board got a legal threat from counsel on behalf of the students and parents. The threat of legal action made it plain that litigation would be targeting the school division and officials for any liability for the resigned employee's behavior—behavior that included sexual misconduct. The school board, acting through the division superintendent, requested that VSBA Insurance Services engage us to handle the claim because of our education law experience, our familiarity already with the underlying facts, and our understanding of the special challenges for school boards in what can be sensitive cases in so many ways, as highlighted at a VSBA School Law Conference in recent years.

VSBA Insurance Services promptly responded to the report of the claim and got us involved as defense counsel well before any lawsuit occurred. In doing so, a strategy could be developed and implemented that would advance constructive communications with the families' counsel, tactical testing of the other lawyer's focus and intent, preparations for the prospect of litigation well in advance, and risk assessment in a thoughtful way that included close consultation with the school division leadership. At each step along the way, VSBA Insurance Services professionals were readily available and knowledgeable about the risks for the school division, and keenly interested in taking actions that were consistent with the preferences of the school division. The successful outcome, partly using structured mediation as a tool and also principled negotiation, avoided any need to respond to what could have been multiple lawsuits and the extraordinary expense of doing so, minimized the media exposure risks, and achieved resolution at an economical cost given all the hazards of this kind of scenario.

School board liability claims are unlike any other claims for any other business or enterprise, because among other reasons, the legal exposure can implicate the interests of young students, staff, and the sentiments of judges, juries, and communities in a very public way that can either affirm or erode the school division's image and the public's confidence. They also can become a major distraction of the scarce time and energy of a school board and its leadership team when already the usual demands of governing and managing a school division, no doubt, are considerable. VSBA Insurance Services demonstrated its commitment and expertise in the special business of education—providing engaged, informed support when needed, as part of a true team approach that produced real value for a school division.

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# VSBA

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### 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.

**Thanks to M.B. Kahn Construction & Moseley Architects  
for sponsoring the 2013 VA Breakfast at the NSBA Annual  
Conference!**

