

# 2022 ANNUAL CONVENTION



# VSBA

Virginia School Boards Association  
Leadership · Advocacy · Support

November 16-18, 2022  
Williamsburg Lodge  
310 S England St  
Williamsburg, VA 23185

**Visit Our Website**  
**for More Details!**

@VASchoolBoards #VSBA2022AC



# WELCOME!

VSBA's Annual Convention is the celebratory end-of-year gathering that you do not want to miss out on! This event is the largest and most anticipated meeting of the year, which brings together over one thousand school board members, superintendents, and school division staff from across the state of Virginia. Attendees will hear from three different general session speakers, choose from over fifty hot topic break-out sessions pertinent to public education issues, have the opportunity to meet with businesses dedicated to serving schools, and much more. We look forward to celebrating with you in November.

**See you in Williamsburg!**

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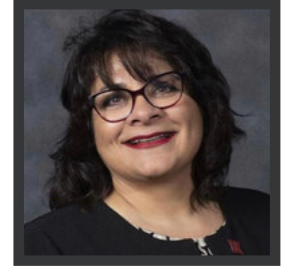
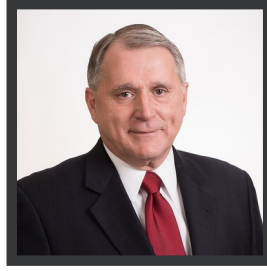
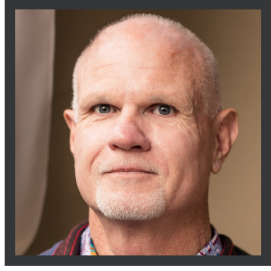
### **Friday Breakfast Sponsor**



### **Closing General Session Speaker Sponsor**



# Keynotes



## Wednesday, November 16

Jim Morris Bio- After numerous arm problems as a minor league pitcher, Morris "retired" and became a high school coach and teacher in Texas. After making a bet with the baseball team he coached, his big league dreams were realized. Morris' team won a district title so he had to go to a professional tryout. He auditioned for the Tampa Bay Devil Rays in 1999, and clocked at 98 miles per hour on the radar gun. At 35 years old, he was back in the minor leagues and quickly moved up to the major league. Morris made 16 appearances the following season. He put out an autobiography, which was later made into a 2002 Disney film starring Dennis Quaid called The Rookie.

## Thursday, November 17

Dr. Bill Daggett Bio-Educators worldwide recognize Dr. Bill Daggett, the creator of the Rigor/Relevance Framework, for his proven ability to lead school reform and help Pre-K-12 educators effectively prepare students for the future. A former teacher and administrator, as well as director with the New York State Education Department, Bill has a special commitment to individuals with disabilities and has written numerous books, reports, and articles about learning and education.

## Friday, November 18

Dr. Hellen Fagan Bio- Dr. Hellen Fagan is a leadership, diversity, and inclusion scholar and practitioner. She is the founder of Global Leadership Group, which provides consulting and leadership coaching to organizations, communities, and executives in the field of diversity, inclusion, cultural competence and becoming an inclusive leader. In addition to a Ph.D in Human Sciences with specialization in leadership from University of Nebraska-Lincoln, Dr. Fagan holds multiple certifications in diversity, emotional intelligence and is a trained executive coach. Because of her work and dedication, she has received multiple awards including a key to the City of Lincoln.

## 2022 Schedule of Events

### Wednesday, November 16

- 8:30 a.m.-5:30 p.m.
  - ~Registration
- 9:30 a.m.-12:00 p.m.
  - ~Early Bird Session (Pre-Registration Required)
- 12:00 p.m.
  - ~Awards Luncheon (Invited Attendees): Sponsored by VMDO
  - ~Exhibit Hall Opens
- 2:00 p.m.-4:00 p.m.
  - ~Opening General Session
- 4:30 p.m.- 5:00 p.m.
  - ~Regional Meetings
- 5:00 p.m.- 6:00 p.m.
  - ~President's Reception: Sponsored by VACORP
- 8:15 p.m.
  - ~Comedy Night: Sponsored by Successful Innovations

### Thursday, November 17

- 7:00 a.m.
  - ~19th Annual VSBA 5K Race: Sponsored by Quinn Evans
- 8:00 a.m.- 9:15 a.m.
  - ~Continental Breakfast: Sponsored by BPA
- 8:00 a.m.- 6:00 p.m.
  - ~Exhibit Hall Open
- 8:45 a.m.-10:00 a.m.
  - ~General Session
- 10:15 a.m.-12:30 p.m.
  - ~Breakout Sessions
- 12:30 p.m.-2:15 p.m.
  - ~Complimentary Boxed Lunch: Sponsored by McGraw Hill
- 12:45 p.m.-1:45 p.m.
  - ~Lunch & Learn Sessions
- 2:30 p.m.-4:45 p.m.
  - ~Breakout Sessions
- 5:00 p.m.
  - ~Reception: Sponsored by BPA

### Friday, November 18

- 8:00 a.m.-9:00 a.m.
  - ~Breakfast: Sponsored by VA Lottery
- 8:45 a.m.
  - ~Closing General Session
- 11:00 a.m.
  - ~Adjourn



**16 Academy  
Credit Points**

# Other Convention Activities

## Foundations Workshop Tuesday, November 15 9:00 a.m.-3:00 p.m Williamsburg Lodge

Join us at the VSBA Education Foundation Workshop; school board members, superintendents, administrators, education foundation professionals, volunteers, and those interested in starting an education foundation in your school division are encouraged to attend. The workshop will feature education foundation representatives from across the commonwealth, as well as a presentation from the National Association of Education Foundations.

Topics include: Relaunching or Establishing a New Education Foundation, Innovative Ways to Use Classroom Grants from Pilots to Sustainable Programs, How to Advance Your Fundraising, a Networking Lunch Session, and much more!

Whether you are just getting started, or well established. You need to attend this workshop.



### Thank You to Our Sponsor: National Association of Education Foundations



Please reach out to your school division clerk to register for this event. For affiliate members, please reach out to Mikaela Coffey for registration at [mikaela@vsba.org](mailto:mikaela@vsba.org).



[Check out our Annual Convention Promo Video on YouTube that was filmed and produced by students at Newport News!](#)



## Student School Board Representative Workshop Wednesday, November 16 10:00 a.m.-2:00 p.m Williamsburg Lodge, Allegheny Room

Join us for our 17th Annual Student School Board Representatives Workshop. This year's event will take place in person. If you are a student board representative, you are not going to want to miss this workshop! To kick off the workshop, student's will hear from one of their peers who was the recipient of the winner of the 2022 Student Essay Contest, who will be speaking on "Food Security". There will be a keynote by the founder of the "Love No Ego" Organization; as well as a session on Advocacy and why it is important in their current role as student board representatives; following that there will be a session for these future leaders on how to run for a School Board, and most importantly there will be time for the students to network with one another. Make sure to stay until the end of the session to be eligible for this years workshop prize!

We look forward to hosting your student representatives this year in Williamsburg!

### Thank You to Our Sponsor:



Please reach out to your school division clerk to register for this event.

# Early Bird Workshop

## **Staying Engaged with Community Members**

**Wednesday, November 16, 2022**

**9:30 a.m.-12:30 p.m.**

**Williamsburg Lodge**

Join VSBA's Staff Member, Kenita Matthews, as she will present on the ever important topic of staying engaged with community members and communication tactics. To begin this session, school board members will learn about the basics of communication and how to stay engaged via the most popular social media platforms. Kenita will discuss the differences in each, and what this means for the public officials who use them.

Once the basics are taught, the session will switch over to a more interactive presentation. Within the second hour, school board members will use recent news headlines to explore the laws, policies, and terms of use public officials are obligated to adhere to when using social media.

Within the last hour, school board members will go beyond theory to put what they've learned about social media into practice through tactics and tips to demonstrate proper social media etiquette.

You do not want to miss out on this informative session and learn how to properly stay engaged with your local constituents!

**Thank You to Our Sponsor!**



For more information on any of the programs in this brochure, visit the [VSBA Annual Convention Page on the VSBA Website](#)



### **About the Speaker** **Kenita Matthews, VSBA Consultant**

In 2021, Kenita B. Matthews, APR joined the Biden-Harris Administration to serve as Senior Advisor for External Affairs & Strategic Planning to the Office of Head Start (OHS) in the U.S. Department of Health and Human Services (HHS). In this role she serves as a trusted advisor, thought partner, and liaison in supporting the strategic work of promoting universal school readiness for young learners. Prior to joining HHS, Kenita served as the Chief Communications & Community Engagement Officer for Norfolk Public Schools. She also became an adjunct professor for the VCU Robertson School of Media and Culture in 2020 to lead instruction on Crisis Communications. She previously served in various other roles to include Director of Communications & Constituent Services for the Virginia Department of Education, Director of Communications & Media Relations for Richmond Public Schools, and much more. Kenita earned a B.A. in Mass Media – Broadcast Journalism from Hampton University and holds a M.A. degree in Public Relations from Norfolk State University. She is currently the Chair of the Board for the PRSA Mid-Atlantic District and Treasurer for the PRSA Richmond board, and has previously served as First Vice President of Professional Development as well as Director-at-Large. As an accredited public relations practitioner (APR) with over 20 years of experience, she has presented at local, regional, and national conferences.

# AC Contests

## Student Video Contest

**Deadline to Submit: Monday, October 3rd, 2022**

High school students are invited to submit a 30 second video that conveys the contest theme "Rising Above". Winners will be announced at the VSBA Annual Convention.

[Click here to learn more!](#)



[Check Out Last Year's First Place Winner Here!](#)

**Thank you to our Sponsor!**



HANEY PHINYOWATTANACHIP



For more information about the VSBA AC Contests, contact Brittany Moore at [Brittany@vsba.org](mailto:Brittany@vsba.org).

## Exhibition of School Architecture

From ambience and multi-functionality to sustainable design and security, there is a direct relationship between good design and effective teaching and learning. The VSBA Exhibition of School Architecture gives you the opportunity to see this in action. Category awards will be given, and the People's Choice Award will be judged from the project slides which will be displayed virtually during the convention. The winners will be announced at the Annual Convention.

[Click here to learn more!](#)

**Thank you to our Sponsor!**



First Citizens Bank

## Exhibitors Scholarship

VSBA is excited to announce the 2022 VSBA Exhibitors Scholarship. The scholarship is available to a student school board representative serving a member board of the VSBA. The student must be a graduating senior in the Spring of 2023 and must have served as a student school board representative during their junior or senior year.

Exhibitors interested in supporting this important program should contact Mikaela Coffey at [mikaela@vsba.org](mailto:mikaela@vsba.org).



Follow us on Twitter  
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# VSBA 5K Run/Walk

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Don't forget to  
give us a  
shout out on social  
media using the  
#VSBA2022AC!

## 19<sup>TH</sup> ANNUAL VSBA 5K RUN/WALK



17 NOVEMBER 2022 • WILLIAMSBURG, VA

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**ASCENT**  
EMPOWERING GOLF  
**DUNBAR**

We are looking forward to the 19th Annual VSBA 5K Run/Walk sponsored by Quinn Evans, and co-sponsored by Ascent and DMWPV! The 5K is scheduled to take place Thursday morning of the convention starting at 7:00 am. Awards are presented at the Closing General Session for:

- Fastest Run (Male and Female Category)
- Fastest Walk (Male and Female Category)
- Team Spirit
- Best Individual Spirit

All registrants for the 5K will receive a free t-shirt for participating! You do not want to miss out, so make sure that you register today!



[Click here to register for your spot in the line up!](#)



Thursday is School Spirit day! Wear your division colors with pride. You can wear something with a school or division logo or your Virginia Hearts Public Education T-shirts!

# VSBA Recognition Awards



Like us on  
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Updates and  
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## **VSBA Board of Distinction**

The VSBA seeks to identify school boards that will be designated as a VSBA Board of Distinction. Boards must apply for the designation and must meet specific requirements in four key areas: planning, policy, promotion, and board development. If eligible, the board will receive a plaque to hang on the wall of their boardroom designating the board as a VSBA Board of Distinction. Designation as a VSBA Board of Distinction may be accomplished by the chair, with the approval of the board, completing and returning the checklist and supporting materials by July 20, 2022. Once a school board has achieved this designation, it may reapply after two years for continued VSBA Board of Distinction status. The announcement of the recipients and presentation of award plaques will be made during the VSBA Annual Convention in November.

[Click Here to View More Information!](#)

## **VSBA Regional School Board Member of the Year**

The VSBA seeks to recognize one outstanding school board member from each of the nine VSBA regions who exemplifies local involvement in promoting student achievement. Nominees must be, or have been, a board member serving on a VSBA member school board within the preceding 12 months ending June 30, 2022. Local school boards may establish the process by which they identify candidates for nomination. The VSBA panel of judges will accept one nomination from each school board, and that nomination must be based on a discussion by and unanimous vote of the school board. The announcement of the winners and presentation of award plaques will be made during the VSBA Annual Convention in November.

[Click Here to View More Information!](#)

## **VSBA School Board of the Year**

Each year, one outstanding local school board is named the VSBA School Board of the Year to recognize its efforts. Nominated school boards must be members of VSBA at the time of nomination and selection. A board can be nominated by the superintendent or by the board chair with the prior approval of the board. The announcement of the winner and presentation of the award plaque will be made during the VSBA Annual Convention in November.

[Click Here to View More Information!](#)

**Thank you to our VSBA  
Recognition Awards  
Sponsor!**





# VSBA Awards

Thank You to Our Daily Door  
Prize Sponsor:



## **VSBA Quarter Century Award**

This award was created to recognize board members who have served 25 years on their school board. If you have served 25 years on a school board please make sure to let your clerk know and they will notify VSBA. The award will be presented at the VSBA Annual Convention in November.

## **VSBA Advocate for Education Award**

Created in 2015, this award was created to recognize board members who have demonstrated significant and outstanding leadership, commitment, and contribution to public education that has had an impact on their region and the Commonwealth, and who have shown active involvement in local, state, and federal advocacy on behalf of their division, VSBA, and public education. The award will be presented at the VSBA Annual Convention in November.

[Click Here to View More Information!](#)

**Thank You to Our Award Sponsor:**



Need a charge for any device you have at the convention? Make sure to visit booth 5!

Thank you to our Sponsor:



# Comedy Night

## **Comedian Glen Tickle Wednesday, November 16, 2022**

Glen Tickle is a comedian and writer from New Jersey. He has performed around the country at festivals and colleges, and has appeared on Amazon Prime, SiriusXM, Cozi TV, and The Travel Channel. He co-hosts the podcast Improvised Wikipedia where he is rewriting all of Wikipedia without doing any research. Glen's acts mixes observational humor, geek talk, and raising two daughters gives Glen a treasure trove of comedy gold!

**Thank you to our Comedy Sponsor:**



# Hotel Information

In addition to the headquarters hotel, blocks of rooms have been secured at special rates at nearby hotels. All reservations are on a first-come, first-served basis. The rooms at the main convention headquarters hotel, The Williamsburg Lodge, are reserved for those school divisions now eligible in the rotation list. Please do not call the hotel for reservations, they will not accept reservations if you are not on the rotation list. Divisions on the list have been notified.

## Courtyard Marriott

470 McLaws Circle  
757-221-0700 or 1-800-321-2211  
Name of Group: Virginia School  
Boards Association  
Room Rates: \$149  
Deadline to Register is  
October 25, 2022

## Kingsmill

1010 Kingsmill Road  
757-253-1703 or 1-800-832-5665  
Name of Group: Virginia School  
Boards Association  
Room Rates: \$179-\$239  
Deadline to Register is  
October 24, 2022

\*Reminder: Nametags must be visible to be admitted  
to ALL VSBA meetings and conferences



# Registration

Registration for VSBA conferences and events is open to VSBA members and affiliate members only. The deadline for cancellations is November 1st. Cancellations must be received in writing via email to [mikaela@vsba.org](mailto:mikaela@vsba.org) by November 1st and will incur a \$50 cancellation fee. Cancellation requests received after November 1st and no shows will not be refunded. Substitution of an individual may be made at any time. If a meeting or conference is canceled and/or postponed due to inclement weather, registration fees will be automatically transferred to the rescheduled date of the conference. If attendees are unable to attend the rescheduled date, a substitution can be made, or the school division will be credited the registration fee to use for future events.



**Cost: \$365 per registration**  
**Please mail payment to:**  
**VSBA 200 Hansen Road,**  
**Suite 2**  
**Charlottesville, VA 22911**

**For more information or questions regarding the Annual Convention  
please contact Mikaela Coffey at [Mikaela@vsba.org](mailto:Mikaela@vsba.org)!**