



VSBA

Virginia School Boards Association

Leadership • Advocacy • Support



VSBA 2020 Virtual Annual Convention

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Connect on Social Media and Join the Conversation



@VirginiaSchoolBoardsAssociation

Use #VSBA2020AC to
share your Convention
Experience



@VASchoolBoards

Please note that link and log in sharing is **not permitted**. The personalized links and log ins when shared with others do not work properly when attending an event and you will experience technical difficulties. In the interest of professional integrity, please do NOT purchase one registration for your full board. **VSBA Academy Credit Points will NOT be awarded for any individual not registered for the Convention.**



Proud to serve Virginia school systems
for more than 50 years

MOSELEYARCHITECTS

Pictured: Patrick Henry K-8, Alexandria City Public Schools

Congratulations VSBA Award Winners

VSBA School Board of the Year

Caroline County School Board

Award sponsored by Grimm + Parker Architects



Regional School Board Member of the Year

Blue Ridge Region– Teddy Martin, II, Henry County School Board

Southside Region– Barbara Pittman, Dinwiddie County School Board

Award sponsored by Grimm + Parker Architects



Quarter Century Club

Dr. Lawrence C. Varner, Prince Edward County School Board

Award sponsored by Vectors Asset Management



VSBA Master Board

Westmoreland County Governance Team

Earned July 2020



Newport News City Governance Team

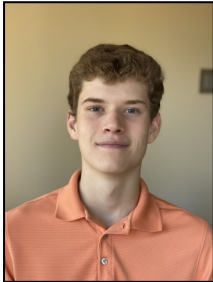
Earned November 2020



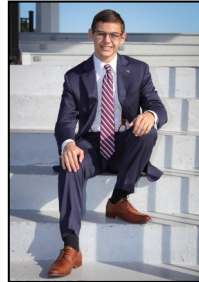
Congratulations VSBA Award Winners

VSBA Exhibitors Scholarship

Sponsored by Ameresco, Schneider Electric, and a Generous Anonymous Donor



Cole Cestaro
John Handley High School
Winchester City Public Schools



Paul Diaz Karhnak
Hampton High School
Hampton City Public Schools

VSBA Student Video Contest

Sponsored by Haney Phinyowattanchip PLLC



Tune in to the Wednesday General Session to see which of the three below videos won first place!

Hanover County– Hanover High School- “Stronger Together”

Henrico County– Varina High School Center for Communication and Media Relations- “More Than A Student”

Isle of Wight County– Smithfield High School- “Different Look, Same Great School”

View each of these videos in the **Awards** section of the event platform.

Exhibition of School Architecture

Sponsored by First Citizens Bank



Platinum Award Recipient

VMDO Architects

William Monroe Middle + High Schools

Modernization

Greene County Public Schools

For a full list of participating projects, please view page 29 of this program and review the projects in the **Awards** section of the event platform.

VSBA Green Schools Challenge

Sponsored by Moseley Architects and ABM Building & Energy Solutions

MOSELEYARCHITECTS



Green Schools Challenge Winners

Nottoway County Public Schools (Student Population Under 5,000)

Henry County Public Schools (Student Population 5,001 – 10,000)

Prince William County Public Schools (Student Population 10,001 & Up)

For a full list of Certified Green School Divisions, visit page 29 of this program and review the Awards Ceremony in the **Awards** section of the event platform.

WE KNOW THE UNIQUE RISKS SCHOOLS FACE WE KNOW HOW TO RESPOND



IMAGINE A TRUE PARTNER IN MEETING
YOUR RISK MANAGEMENT NEEDS

VACORP is here for you and wants to be your one-stop provider of insurance-related coverages and services. We know the risks your educators, school staff, and administration face to provide a safe and caring environment to educate our future leaders.

WE ARE HERE TO HELP YOU AND WE TAKE THAT COMMITMENT VERY SERIOUSLY.

SUPPORT YOU NEED

When school divisions were closed due to the threat of COVID-19, VACORP was there to provide ongoing guidance and support. Now, we continue to review written reopening plans and provide prompt feedback to help members feel comfortable and confident in their efforts to provide a safe environment for their community. Contact us for a risk management review of your reopening plans.



COVERAGES YOU NEED

Peace of mind is as important to us as it is to you, so providing increased limits for Cyber Risks, up to \$10,000,000, was one of our primary goals for FY21. This covers the ever-increasing threats of social engineering fraud and fraudulent instruction through email phishing scams.

TRAINING YOU NEED

VACORP continues to provide the training required for your operations staff, including training your bus drivers, school nutrition staff, and custodians. Virtual training is available as well.



VACORP

We've Got You Covered
www.vacorp.org

844-986-2705
info@riskprograms.com

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WE'RE HERE FOR YOU

SCHEDULE AT A GLANCE

Wednesday, November 18

9 - 11:30 a.m.	Early Bird Session <i>(additional registration required)</i> <i>Sponsored by Virginia Lottery</i>
10:00 a.m.	Exhibit Hall Opens
2 - 4:00 p.m.	Opening General Session <i>Sponsored by Sodexo</i>
4:30 - 6:30 p.m.	Exhibitor Hours <i>Door prize drawing at 6:30 p.m. at ZMM booth</i>
8:00 p.m.	Evening of Virtual Comedy <i>Sponsored by Successful Innovations</i>

Thursday, November 19

8 - 9:00 a.m.	Coffee & Convos
8:00 a.m.	Exhibit Hall Opens
9 - 10:15 a.m.	General Session <i>Sponsored by VACORP</i>
10:30 - 11:45 a.m.	Breakout Sessions #1
Noon	GrubHub Lunch <i>Sponsored by RRMM</i>
12:15 - 1:15 p.m.	Lunch & Learns <i>Sponsored by McGraw Hill</i>
2 - 3:15 p.m.	Breakout Sessions #2
3:30 - 4:45 p.m.	Breakout Sessions #3
5:00 - 7:00 p.m.	Exhibitor Hours <i>Door prize drawing at 7:00 p.m. at ZMM booth</i>
8:00 p.m.	Night Owl Networking

Friday, November 20

8 - 9:00 a.m.	Coffee & Convos
8:00 a.m.	Exhibit Hall Opens
9:15 - 10:30 a.m.	Breakout Sessions #4
10:45 - Noon	Breakout Sessions #5
2 - 4:00 p.m.	Closing General Session <i>Sponsored by Comcast</i>

Keynote Speakers



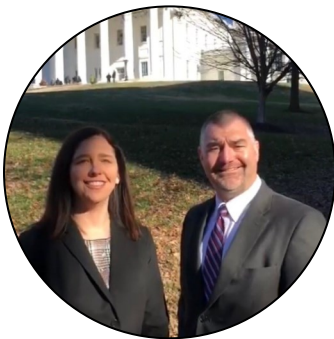
Alex Sheen

Wednesday, November 18

As one of the world's foremost experts on accountability and commitment, Alex Sheen is a five-time TEDxTalk speaker, author, podcast host, internationally-recognized humanitarian and Founder of the because I said I would movement. His work has been featured on the TODAY Show, Good Morning America, the Steve Harvey Show, CNN, Fox News and many other programs.

Stacy Haney & J.T. Kessler

Thursday, November 19



Stacy is the Chief Lobbyist for VSBA, representing the Association before the Virginia General Assembly. Stacy's work for the VSBA uniquely positions her to have a deep understanding of school law and the policies and trends that shape education throughout the Commonwealth. J.T. joined the VSBA staff as Government Relations Specialist in March 2019. As Government Relations Specialist, J.T. works to establish relationships with members of the Virginia General Assembly, the Office of the Governor, and with Virginia's Congressional Delegation to advance the legislative priorities of the association. The Thursday General Session speakers are sponsored by Forecast5 Analytics.



Joe Ehrmann

Friday, November 20



Joe Ehrmann played professional football for 13 years. The Institute chose him as one of The Most Influential Sports Educators in America for International Sport and his revolutionary concepts of transformational coaching are the subject of his book, *InSideOut Coaching*. Joe is leading the NFL Foundation-funded InSideOut Initiative aimed at implementing education-based athletics that are co-curricular, character-based and led by transformational coaching.

THE SMART PARTNER

for School Health Plans

BPA is proud to support VSBA Members with customized solutions that save money and keep employees healthy. We partner with national healthcare leaders to offer a menu of options for a self-funded plan that delivers excellence in value and care.

Cost
Containment

BestLife
Wellness

Care
Management

Data
Analytics

Telemedicine

Employee
Assistance
Program

Prescription
Benefits
Management

Ancillary
Products

Health Plan
Compliance



Founded and headquartered in Roanoke, Virginia, BPA exists to help employers successfully manage their healthcare benefits, with core values that drive everything we do: commitment, innovation, responsiveness, service, conscientiousness, and community.



Welcome to the Virtual VSBA Annual Convention from the VSBA Executive Director



I want to welcome you to the **First Ever** Virtual VSBA Annual Convention! This year's convention once again promises to provide you with outstanding learning opportunities designed to improve your knowledge and skills as an education leader in Virginia. Your work on your local school board is critical to the success of your school division and to the success of public schools throughout our state. School boards today must boldly exercise their leadership and advocacy roles in an increasingly complex environment. Many of our speakers and breakout sessions this year will focus on how we, as board members and administrators, can "Stand in the Gap" for our students, enabling all our students to have the support and resources they need to be successful in school. Also, don't forget to visit our virtual exhibit hall where you can find out the latest information on products and services for your school divisions and participate in daily door prizes. The Virginia School Boards Association is proud to have helped school boards succeed for almost 115 years and we look forward to continuing that support for many years to come. Welcome to the 2020 Virtual Annual Convention!

EventMobi Platform

EventMobi is the Virtual Platform where you will access the 2020 VSBA Annual Convention. You will see this referred to as "The Platform" or "EventMobi". Make sure to bookmark the convention website: www.eventmobi.com/vsba2020ac. This is the site to save to get logged in and access all of the convention materials. Login with your email address used for registration and create your password, then come back again and again to get the most out of your virtual convention experience.

For additional information on the event platform, please visit: <https://youtu.be/3TKoRXKD1ag>

For a Q&A Video on the event platform, please visit: <https://youtu.be/0Nt6YGDk3FA>

Event Platform Sponsored by VACORP



Mobile Event Platform Sponsored by VSBA BoardDocs



Convention Help Desk

Need Help? You can reach the event Help Desk by filing a help desk ticket at the bottom of the platform homepage, or by emailing helpdesk@vsba.org. You can also call VSBA at 1-800-446-8722 x0 for assistance via the phone. If there is no answer, please leave a voicemail so the Help Desk staff can follow up with your request. The Help Desk will be available 30 minutes prior to the first session through the end of the final session for each day of the convention.

Exhibit Hall & Virtual Swag Bag

Check your email for a special collection of offers and giveaways from the Convention Exhibitors. Don't miss out on your chance to get some conference SWAG.

Session Presentations and Handouts

To access the handouts and presentations for a session you can navigate to the session to find the documents located at the bottom of the page. You can also access all handouts through the event platform in the **Documents** section. All of the convention documents will be listed in this section and you can search for a specific one that you are looking for.

Convention Programs and Initiatives

In an effort to continue many of your favorite programs and initiatives that you have all come to know at the in-person Convention in Williamsburg, VSBA has moved these opportunities online! See below for additional information on these programs and how you can access them through the event platform.

Exhibition of School Architecture

VSBA Exhibition of School Architecture, visit the **Awards** section on the event platform to view the entries and vote for your favorite to win the People's Choice Award here: <https://www.surveymonkey.com/r/VSBA PeoplesChoice2020>

Voting closes at 5:00 p.m. on Thursday.

Sponsored by First Citizens Bank



Signs of Success

VSBA Signs of Success, which are displays showcasing a favorite success story in local school divisions from around the Commonwealth, will be on display in the **Signs of Success** section of the event platform. Visit at any time to see the great programs going on in Virginia's public schools. This section will be available throughout the entire virtual convention.

2020 Student Art Contest Winners

Head over to the **Awards** Section of the event platform where you will be able to view the winners of the 2020 VSBA Student Art Contest. Photos of the winning pieces are also included throughout this program. This section will be available throughout the entire virtual convention.

Re-Charge Station

The **re-charge station**, sponsored by M.B. Kahn is where we invite you to come and recharge in between sessions. Choose from one of four videos to take a moment to recharge in the virtual space. All of these activities are designed to help you reset so that you can come back to the programming recharged and refreshed. Come back anytime you need a break! You can find this under the **Re-Charge Section** of the event platform. This section will be available through the entire virtual convention.

Sponsored by M.B. Kahn



Door Prizes from Donors Choose

Donors Choose has provided VSBA with \$10,000 of vouchers for Donors Choose to distribute as door prizes throughout the convention. These opportunities include: Attending each live general session (and staying until the end!), visiting 50% of the exhibitors, attending 50% of breakout sessions, attending the Night Owl networking session or Coffee and Convo sessions and Comedy Night, and one grand prize for attending all three general sessions, visiting 50% of the exhibitors and attending at least one break out session each day.



Event-Level Sponsors

Platinum Sponsor

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Gold Partners



Gold Sponsors



Wednesday, November 18, 2020

9:30-11:30 a.m. Early Bird Seminar Sponsored By Virginia Lottery



Student Achievement and Success During Times of Uncertainty

The Early Bird session participants will gain various insights pertaining to the importance of a high quality systems approach relating to the core business of teaching and learning as well as establishing a healthy school climate and culture that will yield outstanding student outcomes, especially during times of uncertainty. As a part of the session, participants will experience the journey of a Look, Listen and Learn tour that engaged over 4,000 internal and external stakeholders in shaping best practices that are highlighted in a book that was published this fall entitled *Look, Listen, Learn, LEAD: A District-wide Systems Approach to Teaching and Learning in PreK-12*.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenter: Dr. Jeffery Smith, Superintendent, Hampton City Public Schools

10:00 a.m.-2:00p.m. Dedicated Exhibit Hall Hours

Register for the daily door prize by visiting each exhibit booth, obtaining their secret word, and then going into the **Secret Word Door Prize Challenge** section of the platform to enter each word. To be eligible for the Wednesday, 6:30 p.m. drawing you must complete and deposit your words by 6 p.m. in the **Secret Word Door Prize Challenge** section of the platform. A winning entry is not eligible for future drawings.



Register for a chance to win one complimentary registration to attend NSBA's 2021 Annual Conference!

To register, simply introduce yourself (First and Last Name, Title, District, and Email Address) to any NSBA booth representative via message or in the chat!

At the end of the conference, a random drawing will be held, and the winner will receive one free basic registration to the NSBA's 2021 Annual Conference for a board member or senior staff member. The prize only includes the basic registration fee for the conference, which does not include the costs of any events where meals are being served or any other special events that have costs associated with them. Additionally, it does not include any transportation costs, or travel expenses, nor does it include the costs of hotel rooms, meals or other lodging.

2:00-4:00 p.m. VSBA Opening General Session



Sponsored By Sodexo



Presiding: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Greetings: Stewart Roberson, President, Moseley Architects

John White, Vice President, Sodexo

Entertainment: Teens with a Purpose

Presentation of Colors and Pledge of Allegiance: Dinwiddie High School Army JROTC

National Anthem: Strolling Silver Strings, Norfolk City Public Schools

Session Speaker: Alex Sheen, Founder, Because I Said I Would

Alex Sheen is the founder of because I said I would, a social movement and nonprofit dedicated to bettering humanity through promises made and kept. Sparked by the loss of his father, Alex and his organization send “promise cards” to anyone anywhere in the world at no cost. Alex is someone who truly honors commitment. He once walked over 240 miles across the entire state of Ohio in 10 days to fulfill a promise. In just two years, because I said I would has sent over 12.3 million promise cards to over 153 different countries. The promises written on these cards have made headlines around the world. Alex is a five time Tedx Talk speaker and his charitable work has been featured on ABC World News with Diane Sawyer, CNN, The Today Show, NPR, The Los Angeles Times and many other programs.

Rolling slideshow prior to the general session sponsored by ESG



4:30-6:30 p.m. Dedicated Exhibit Hall Hours & Daily Door Prize Announcement

Register for the daily door prize by visiting each exhibit booth, obtaining their secret word, and then going into the **Secret Word Door Prize Challenge** section of the platform to enter each word. To be eligible for the Wednesday, 6:30 p.m. drawing you must complete and deposit your words by 6 p.m. in the **Secret Word Door Prize Challenge** section of the platform. A winning entry is not eligible for future drawings. Visit the ZMM booth at 6:30 p.m. to see if you have won!

Daily Door prizes sponsored by ZMM



8:00 p.m. VSBA/Successful Innovations Evening of Comedy

Sponsored by Successful Innovations

Join our comedy night by heading over to the Comedy Night Break Out Session to enjoy a relaxing evening of laughs with comedian Jeff Shaw. Jeff Shaw is a stand-up comic. His writing is marked both by idealism and humanity. His stimulating satire is often infused with a singular poetic beauty. More important, he looks like Jane Lynch! Over the past three decades, Jeff has performed nearly 9,000 shows across North America and the Caribbean, including a residency in Las Vegas. In 2009, Jeff helped launch The Punchliner Comedy Club chain for Carnival Cruise Lines. Jeff is also a former staff writer for American Greetings Corporation, responsible for hundreds of funny greeting cards and novelty items for the company's Cards Department. He has been featured on Comedy Central, America's Got Talent, and SiriusXM Radio. This is a night you don't want to miss.



Thank You To the 2020 VSBA Annual Convention Exhibitors

MOSELEY ARCHITECTS



Thursday, November 19, 2020

Thursday is Spirit Day! Wear your school division spirit items and post a photo to the event platform and on social media and use the hashtag #VSBA2020AC. Let's see who has the most school spirit!

17th Annual/1st Virtual VSBA 5K

Sponsored by Quinn Evans



Completion times and photos must be [submitted](#) no later than 10 a.m. Thursday in order to be considered for a prize. To view the submitted photos please visit the **Awards** section of the event platform. Congratulations to everyone who completed the Virtual 5k! Awards will be presented at the Friday General Session.

8:00 a.m. Exhibit Hall Area Open

Register for the daily door prize by visiting each exhibit booth, obtaining their secret word, and then going into the **Secret Word Door Prize Challenge** section of the platform to enter each word. To be eligible for the Thursday, 7:00 p.m. drawing you must complete and deposit your words by 6:30 p.m. in the **Secret Word Door Prize Challenge** section of the platform. A winning entry is not eligible for future drawings.

8:00-9:00 a.m. Coffee and Convos

Join our Task Force on Workforce Readiness as they present their Workforce Readiness Awards. The first-place winners will have the opportunity to present on their projects and the audience will get the opportunity to ask questions of presenters. You do not want to miss out on this informative session and have the opportunity to exchange ideas with one another on how you can better your existing programs or start your own program.

Moderator: Teddy Martin, II (Henry County), Blue Ridge Region Chair, Virginia School Boards Association

Presenters: Speakers representing Cumberland County Public Schools, Pittsylvania County Public Schools and Fairfax County Public Schools

9:00-10:15 a.m. Thursday General Session

Sponsored by VACORP



VACORP

Presiding: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Greetings: Dr. Lee Brannon, Sr. School Specialist, VACORP and Dr. Michael Thornton, School Specialist, VACORP

Excellence in Risk Management Awards presented by VACORP

Speakers: Stacy Haney, Chief Lobbyist, Virginia School Boards Association and J.T. Kessler, Government Relations Specialist, Virginia School Boards Association

Speakers sponsored by Forecast5 Analytics



Stacy is the Chief Lobbyist for VSBA, representing the Association before the Virginia General Assembly. Stacy's work for the VSBA uniquely positions her to have a deep understanding of school law and the policies and trends that shape education throughout the Commonwealth. J.T. joined the VSBA staff as Government Relations Specialist in March 2019. As Government Relations Specialist, J.T. works to establish relationships with members of the Virginia General Assembly, the Office of the Governor, and with Virginia's Congressional Delegation to advance the legislative priorities of the association.

Rolling slideshow prior to the general session sponsored by Energy Systems Group



Breakout Sessions #1– 10:30—11:45 a.m.

Writing on History's Blank Pages

Working with James Madison's Montpelier and a regional community foundation, Albemarle County Public Schools is bringing together teachers from across the state to develop a new social studies curriculum for secondary students. Reframing the Narrative uncovers the life experiences and perspectives of communities marginalized by the incomplete learning of history. It will provide students with a more inclusive, accurate and engaging understanding of today's most important issues using the broadest possible lens.

Moderator: Janet Turner-Giles (Nelson County), President-Elect, Virginia School Boards Association

Presenters: John Hobson, Project Leader, Albemarle County Public Schools, Graham Paige, Chair, Albemarle County School Board, Adrienne Oliver, Instructional Coach, Albemarle County Public Schools and Phil Giaramita, Strategic Communication Officer, Albemarle County Public Schools

Cyber Security in the Age of COVID-19

Regardless of your size, no organization is immune to the ever more pervasive threat of cyber crime, and your security is only as strong as its weakest link. This training program offers a basic introduction to the world of cyber security while focusing primarily on the practical steps that you can take as an individual as well as an organization in order to avoid being victimized by a cyber attack.

Moderator: Barbara Kanninen (Arlington County), Northeastern Regional Chair, Virginia School Boards Association

Presenter: Mike Rezac, Risk Control Consultant, VACORP

Superintendent and Board Relations – What We Learned as a Governance Team

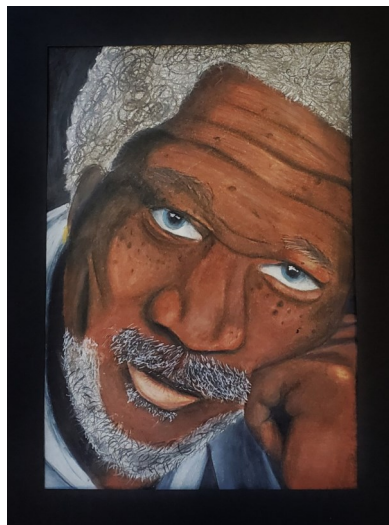
This presentation will focus on the importance of governance training for new superintendents and school board members. Emphasis will be placed on the school board and superintendent's roles and responsibilities, communication, and developing an equity mindset.

Moderator: Robert Hundley, Board Member, Hanover County Public Schools

Presenters: Dr. Tamara Sterling, Superintendent, Franklin City Public Schools, Amy Phillips, Board Chair, Franklin City Public Schools, Robert Holt, Board Vice Chair, Franklin City Public Schools and Dr. Andrea Shelton, Board Member, Franklin City Public Schools.



Blue Ridge Region- Elementary Level
Isaac "Trindon" Morton-Robertson
Radford City Public Schools



Blue Ridge Region– Middle School Level
Nicole Frye
Covington City Public Schools



Blue Ridge Region– High School Level
Dee Dee Triplett
Pulaski County Public Schools

Breakout Sessions #1– 10:30—11:45 a.m. Continued

How Using Data and Technology Can Help School Boards Navigate the Uncharted Times

Measuring the progress of your division's strategic goals and initiatives is now more complex and challenging than ever before. As divisions navigate a new set of rapidly evolving financial and operational challenges, including the issue of equity, what are the critical questions board members should be asking? This session will delve into key elements of historical and comparative data analysis, clear financial reporting, location-based analysis, and monitoring of student-level engagement, all of which will provide you with the insights critical to responding to evolving conditions. You'll learn how the clear presentation of this data can assist you in the governance of your school division and explore specific examples from across the Commonwealth.

Moderator: Douglas Brown (Newport News City), Tidewater Regional Chair, Virginia School Boards Association

Presenter: Jeff Carew, Managing Director, Forecast5 Analytics

You have the student's data. Now what???

You have used the students' test data to identify skill deficiencies. The challenge now is to target those skills and address the gaps, for all learners, in one classroom. One strategy: Transform your classroom with Personalized Learning. Go from being the "sage on the stage" to "the guide on the side," and tailor instruction to meet the needs of students at various levels. Games and activities tied to content standards, learning accommodations, and learning styles will be explored in this session. Come prepared to engage in hands on conceptual learning appropriate for K-8. The activities explored will specifically: reinforce math vocabulary, the problem-solving process, clarify misconceptions, foster mathematical discussions, and align to content standards.

Moderator: Teddy Martin, II (Henry County), Blue Ridge Regional Chair, Virginia School Boards Association

Presenters: Dena Norris, Personalized Learning Implementation Specialist, McGraw Hill Education and Marytaylor Thornton, Sales Representative K-12 | Southwest Virginia, McGraw Hill Education



ALEKS®

Virtual Math Solutions for Data Driven Instruction

To learn more about data driven instruction through personalized learning, join us for our virtual session on November 19th at 10:30 AM EST.

Contact your local sales representative for more information.

Valerie Pack
Northwest Virginia
valerie.pack@mheducation.com

Mary Taylor Thornton
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Lori Coonfield
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Cathy Fowler
Northeast Virginia
cathy.fowler@mheducation.com



VSBA Award of Distinction

The VSBA is proud to recognize and honor school board members, superintendents, clerks and deputy clerks who have improved their boardmanship skills by participating in education programs.

The VSBA Academy Awards recognize these dedicated individuals for achieving the highest award, the Award of Distinction. The Award of Distinction is in recognition of 84 hours of Academy Credit over the course of two years. This year, 86 individuals are being honored based on credits earned from July 1, 2018 through June 30, 2020.

Albemarle County

Jonno Alcaro

Amelia County

Catherine Wilkinson

Appomattox County

Annette Bennett

Arlington County

Barbara Kanninen

Bristol City

R. Tyrone Foster

Brunswick County

Elizabeth Burns
Carolyn Parson-Jones

Buckingham County

Theresa Bryant
Thomas Hutcherson

Buena Vista City

Teresa Ellison
John Keeler

Caroline County

Nancy Carson
Shawn Kelley
George Spaulding, Jr.

Carroll County

Joey Haynes

Colonial Heights City

Krishan Agrawal
William Sroufe

Craig County

Jeanette Warwick

Culpeper County

Patricia Baker
Michelle North

Dinwiddie County

Barbara Pittman

Essex County

Denise Hammond
Ray Whitaker

Frederick County

Steve Edwards

Fredericksburg City

Marceline Catlett
Jannan Holmes

Goochland County

Karen Horn

Hampton City

Joseph Kilgore

Hanover County

Ola Hawkins
Robert Hundley

Henry County

Teddy Martin

Hopewell City

Nelson Cuffey
Linda Hyslop

King & Queen County

Carol Carter
E. Harwood Hall

King William County

David White

Lee County

Brian Austin

Lynchburg City

James Coleman

Madison County

Anna Graham

Manassas City

Kevin Newman
Sanford Williams
Suzanne Seaberg

Mathews County

John Priest

Mecklenburg County

Wanda Bailey
Dora Garner
Gavin Honeycutt
Paul Nichols

Middlesex County

Peter Gretz
Claudia Soucek

Montgomery County

Gunin Kiran

Nelson County

Janet Turner-Giles

New Kent County

Sarah Grier-Barber

Newport News City

Douglas Brown

Norfolk City

Tanya Bhasin
Rodney Jordan
Adale Martin

Nottoway County

Tameshia Grimes

Orange County

James Hopkins
Sherrie Page
Cecil Snead

Page County

Wendy Gonzalez
Jacqueline Smoot

Patrick County

Brandon Simmons

Petersburg City

Lois Long
Kenneth Pritchett

Powhatan County

Valarie Ayers

Pulaski County

William Benson
Timothy Hurst

Richmond County

Kathleen Beane
Ken Blackley
John Brown
Patricia Pugh
Greg Smith
Vivian Wood

Rockingham County

Charlette McQuilkin

Shenandoah County

Karen Whetzel

Smyth County

Paul Grinstead

Spotsylvania County

Dawn Shelley

Surry County

Elsie Dennis
Laura Pierce-Ruffin
Marion Wilkins

Tazewell County

Irene Mullins

Westmoreland County

Ralph Fallin
Iris Lane
Michael Perry

Wythe County

Scott Jefferies

Sponsored by



VSBA

Virginia School Boards Association
Leadership · Advocacy · Support

FREE Grubhub Gift Certificates

Sponsored by RRMM



All attendees registered for the Annual Convention received a Grub Hub certificate courtesy of RRMM. The instructions for use as well as access information was sent to attendees in an email from VSBA, as well as a welcome email with account set up instructions from GrubHub. Please note this certificate must be used convention week.

Lunch & Learn Sessions- 12:15—1:15 p.m.

Sponsored by McGraw Hill



Grab lunch and join one of five great lunch & learn sessions!

Lunch & Learn: School Staffing 2020-2021 A.C. (After COVID-19)

This presentation will briefly describe the landscape of school staffing prior to the COVID-19 pandemic, then focus most of the presentation on coping with the daunting challenges created after COVID-19. We will share ideas and best practices from districts across the country for staffing schools.

Moderator: Jessica Blythe, Director of Membership Services, Virginia School Boards Association

Presenters: Russell Leboff, Vice President Business Development, ESS and Dr. David White, Superintendent, King William County Public Schools



Lunch & Learn: Leadership Tenets to Help Schools Navigate Current Challenges

Leadership principles for school board leaders to help guide the division staff and respective school system leaders during these uniquely challenging times. This session will cover aspects such as providing purpose and direction, setting expectations as well as attaining trust and confidence.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenter: Eddie White, Chief Engagement Consultant, Successful Innovations, Inc.

Lunch & Learn: English Language Acquisition in Manassas Park City Schools

Manassas Park City Schools serve 3,600 students that speak 47 different languages. Nearly 60% of our students are presently or have been identified as English Learners. Our Language Acquisition Program was created to provide each student with a personalized language acquisition plan. Emphasizing language acquisition at the center of learning, the program fosters speaking, listening, reading, and writing in English throughout instructional units and uses technology-based platforms to reinforce learning.

Moderator: Elizabeth Ewing, Director of Policy and Legal Services, Virginia School Boards Association

Presenters: Dr. Bruce McDade, Superintendent, Manassas Park City Schools, Jennifer Braswell-Geller, Executive Director of Instruction, Manassas Park City Schools and Marta Craighill, ESOL Specialist, Manassas Park City Schools



Southern Region- Elementary Level
Jane Davidson
Bedford County Public Schools



Southern Region- Middle School Level
Isabella Carr
Bedford County Public Schools



Southern Region- High School Level
Hayley Moody
Lunenburg County Public Schools

Lunch & Learn Sessions– 12:15—1:15 p.m. Continued

Sponsored by McGraw Hill



Lunch & Learn: Preparing Students for Tech Sector Jobs

CodeRVA Regional High School is focused on preparing a diverse pipeline of students for careers in the tech sector through a curriculum focused on computer science. The school’s design builds on next generation school models across the nation that rethink the use of time and space, leverage technology to accelerate learning, personalize learning experiences, and redesign curriculum to align with competency-based progressions. Since its inception in 2017, CodeRVA has used blended (online and face-to-face) learning to develop students’ self-management skills while integrating academic content, agile workplace methodologies, and internship experiences to provide a pipeline of critical thinkers prepared to enter college or Richmond’s growing tech sector. There is a significant workforce gap in the computer science and technology field. CodeRVA seeks to level the playing field and prepare students in central Virginia to fill the over 36,000 unfilled computer-science related positions in the state.

Moderator: J.T. Kessler, Government Relations Specialist, Virginia School Boards Association

Presenters: Kume Goranson, Executive Director, CodeRVA Regional High School, Dr. Gwendolyn Ashworth, School Counselor, and Rebecca Hall, Instructional Liaison and Math Teacher, at CodeRVA Regional High School

Lunch & Learn: JumpStart Back to School Event

JumpStart is an annual event where students identified as homeless and marginalized are invited to a day where they can receive everything that is needed to start the school year. This is a partnership between the Virginia Beach based non-profit AidNow and School Social Work Services with Virginia Beach City Public Schools. School Social Work Services houses Project HOPE Virginia Beach the McKinney-Vento Homeless Education project for VBCPS. Project HOPE Virginia Beach provides the services and supports mandated by the McKinney-Vento Homeless Education Act including transportation to the school of origin and removing barriers to education for students identified as living in homeless situations.

Moderator: Samantha Bosserman, Director of Communications and Board Development, Virginia School Boards Association

Presenters: Gay Thomas, Coordinator of Social Work Services, Virginia Beach Public Schools and Dr. Alveta Green, Executive Director Student Support Services, Virginia Beach Public Schools

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Jason H. Ballum



Bradford A. King



Nicole S. Cheuk



Patrick T. Andriano



Wade T. Anderson



Anne E. Mickey



LaRana J. Owens



Katherine K. Ballou

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**English Construction Company,
Inc.**

www.englishconst.com

First Student, Inc.

www.firststudentinc.com

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Pierce Group Benefits

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Quinn Evans

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Sodexo

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Breakout Sessions #2– 2:00—3:15 p.m.

DonorsChoose and Your Division: Free Classroom Resources to Support Strategic Goals

Learn more about how to leverage DonorsChoose, the national nonprofit charity that's raised over \$17 million in classroom resources to support Virginia school divisions. All time, DonorsChoose has raised \$985 million in materials for public schools across the country. The discussion will cover how school division leaders can partner with DonorsChoose through a free program to respond to the unpredictable needs the new school year will bring. It will also cover crowdfunding best practices for helping to close the inequity gap.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenter: Keya Wondwossen, Director, Advocacy and Public Partnerships, DonorsChoose

VSBA Services Panel

Learn about three VSBA Services in this interactive panel discussion. This session will feature an overview of the VSBA Superintendent Search Services, VSBA Board Governance Training and VSBA Master Board Training. Attendees will hear from school board members and a superintendent who have utilized each of these VSBA Services. Panelists will discuss important takeaways from each service as well as answer questions related to their experiences.

Moderator: Iris Lane (Westmoreland County), Finance and Audit Committee Chair, Virginia School Boards Association

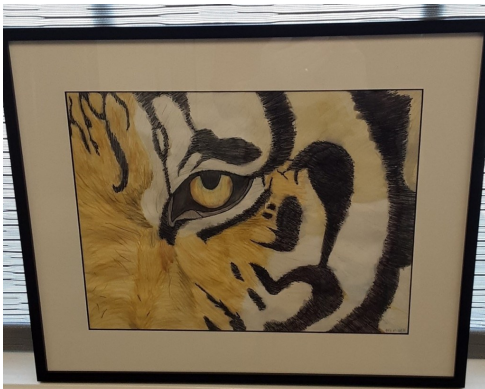
Presenters: Douglas Brown, School Board Chair, Newport News City Public Schools; Crystal Cobbs, School Board Chair, Danville City Public Schools; Micky Ogburn, School Board Vice Chair, Henrico County Public Schools; Dr. Michael Perry, Superintendent, Westmoreland County Public Schools; Samantha Bosserman, Director of Communications and Board Development, Virginia School Boards Association

School Law Update

The Sands Anderson Education Law Team will present this popular convention session addressing significant legal developments. Specifically, this year's presentation will include the challenging issues related to COVID19, recently revised federal Title IX Regulations, recently finalized Virginia Regulations Governing the Use of Seclusion and Restraint in Public Elementary and Secondary Schools, and myriad court decisions. The presentation will address both general and special education issues impacting the operation of school divisions across the Commonwealth.

Moderator: Janet Turner-Giles (Nelson County), President-Elect, Virginia School Boards Association

Presenters: Bradford A. King, Attorney, SandsAnderson, Jason H. Ballum, Attorney, SandsAnderson, Nichole S. Cheuk, Attorney, SandsAnderson, and Anne Mickey, Attorney, SandsAnderson



Central Region- Elementary Level
Ellen Elias
Charlottesville City Public Schools



Central Region– Middle School Level
Isabelle Halliday
Buckingham County Public Schools



Central Region– High School Level
Orina Chen
Orange County Public Schools

Breakout Sessions #2– 2:00—3:15 p.m. Continued

The Academy to Envision Tomorrow's Schools- What We Have Learned From the Teachers We All Serve

In its two editions, the Academy to Envision Tomorrow's Schools has invited Teachers of the Year from the regions within Virginia and North Carolina to serve as the inaugural "Fellows" in each state. The purpose of the Academy was to elicit their views about the school design features that will most effectively meet students' needs in tomorrow's schools. The Academy included a design workshop and research review. The resulting design themes are valuable to those who provide guidance about the school facilities' elements affecting learning and teaching.

Moderator: R. Tyrone Foster (Bristol City), Past-President, Virginia School Boards Association


Presenters: Dr. Stewart Roberson, President, Moseley Architects, Ashley Dennis, AIA, Vice-President, Moseley Architects, Stephen Halsey, AIA, REFP, Vice President, Moseley Architects, Natalie DiFusco-Funk, Teacher, West Salem Elementary School, Freebird McKinney, 2018 North Carolina Teacher of the Year

Telling Your Budget Story in Times of Crisis

Presenters will share strategies for "telling a budget story" to constituents in order to win support for Public Schools. Strategies will highlight critical issues tied to times of crisis or fiscal retrenchment. The presentation portion will be highly visual and interactive. The Q/A portion will emphasize relationships and negotiation with funding partners. This session will be comprehensive and concise.

Moderator: Dr. James Coleman (Lynchburg City), Legislative Positions and Federal Relations Chair, Virginia School Boards Association

Presenters: Dr. Thomas W. Taylor, Deputy Superintendent, Chesterfield County Public Schools and Debbie G. Bailey, School Board Chair, Chesterfield County Public Schools



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Breakout Sessions #3– 3:30–4:45 p.m.

Implicit Bias, Diversity, and Inclusion

With racial tensions and inequities on the rise, our nation is engaging in widespread discourse regarding issues of racism, bias, diversity and inclusion. Learn how to recognize biases and use diversity and inclusion to foster a healthy experience and to facilitate healthy and meaningful conversations and change.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenter: Patice L. Holland, Esq., Principal Attorney, Woods Rogers

Mindfulness from the Boardroom to the Classroom

Mindfulness practices help people focus during times of stress. In these unusually stressful times, districts continue to incorporate mindfulness for students and staff alike. This fun, interactive session will help board members learn the benefits and how to model mindfulness in their own lives and the board room.

Moderator: Barbara Kanninen (Arlington County), Northeastern Region Chair, Virginia School Boards Association

Presenters: Kay Douglas, Senior Consultant, Texas Association of School Boards and Timi Tullis, Associate Executive Director, Association of Alaska School Boards

Board Members to Members of the House of Delegates

The transition from a school board member to a House of Delegates member might be challenging or overwhelming to some. Hear from Delegate Simonds, Delegate Coyner, and Delegate Mugler as they discuss their personal stories and give advice on how to seamlessly become a House of Delegates member. The Delegates will also be able to answer any questions that you may have within the chat.

Moderator: Douglas Brown (Newport News City), Tidewater Region Chair, Virginia School Boards Association

Presenters: Delegate Simonds, District 94, Virginia House of Delegates, Delegate Coyner, District 62, Virginia House of Delegates, and Delegate Mugler, District 91, Virginia House of Delegates



Eastern Region- Elementary Level
Abigail Macias
Mathews County Public Schools



Eastern Region– Middle School Level
Keira Jean Brodsky
King George Public Schools



Eastern Region– High School Level
Jordan Hunley
Mathews County Public Schools

Breakout Sessions #3– 3:30—4:45 p.m. Continued

VSBA Sponsored Health Insurance Plan

Benefit Plan Administrators, Inc is the premier partner for Health & Ancillary Benefit Administration. Benefit Plan Administrators offers self & level funding models that turns benefit administration from a liability to an asset for School Systems across the Commonwealth of Virginia. This presentation will include information on the benefits of self and level funding. Benefit Plan Administrators will explain the flexibility of their model along with the transparency of risk that other carriers can only hope to match. Come and join a discussion on how Benefit Plan Administrators can help your school system.

Moderator: Dr. James Coleman (Lynchburg City), Legislative Positions and Federal Relations Chair, Virginia School Boards Association

Presenters: Morris Masinter, President and CEO, Benefit Plan Administrators, Sam Irby, VA Captive Director, Innovative Insurance Group, and Paul Lapradd, Executive Account Manager, Benefit Plan Administrators

When Youth Talk, Adults Listen: Engaging Influencers to Improve School Wellness Policies

Youth can play a critical role in influencing key decision-makers to take a broader, more comprehensive approach to improve school health and wellness. The Virginia Foundation for Healthy Youth's (VFHY) statewide youth engagement program, Y Street, demonstrates that youth can make positive impacts on school wellness policies.

In this session, attendees will learn how much the youth voice has to offer as partners to advancing school wellness goals and have the opportunity to hear and learn directly from a youth leader, as well as ask him/her questions during the Q&A.

Moderator: Janet Turner-Giles (Nelson County), President-Elect, Virginia School Boards Association

Presenters: Daniel Saggese, Director of Marketing, Virginia Foundation of Healthy Youth and Y Street Leadership Team Members

5:00-7:00 p.m. Dedicated Exhibit Hall Hours & Daily Door Prize Announcement

Register for the daily door prize by visiting each exhibit booth, obtaining their secret word, and then going into the **Secret Word Door Prize Challenge** section of the platform to enter each word. To be eligible for the Thursday, 7:00 p.m. drawing you must complete and deposit your words by 6:30 p.m. in the **Secret Word Door Prize Challenge** section of the platform. A winning entry is not eligible for future drawings.

Daily Door prizes sponsored by ZMM

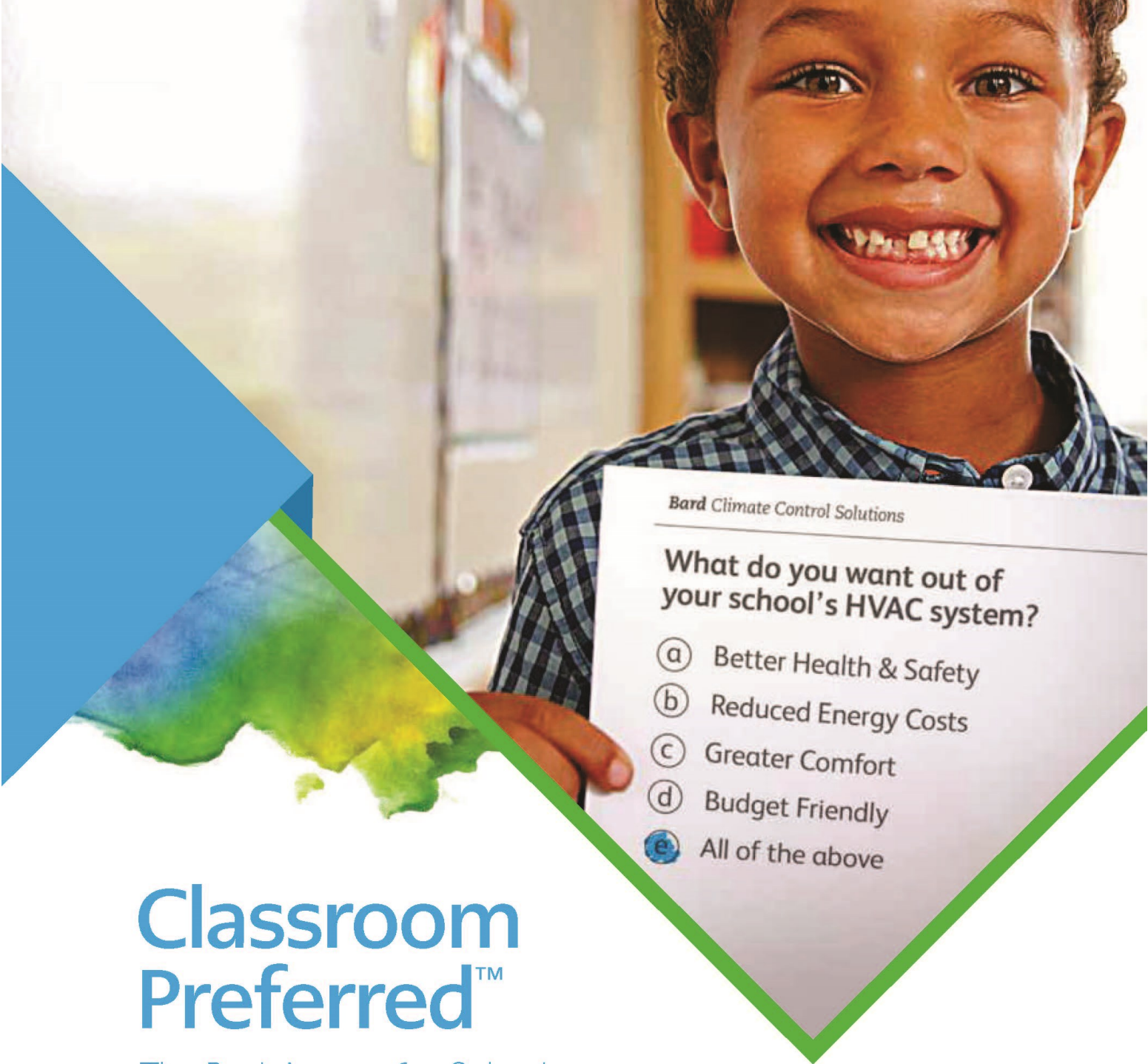


8:00 p.m. Night Owl Networking Session

This networking session will feature a discussion on the book: *Improving School Board Effectiveness: A Balanced Governance Approach* with one of the book authors, Dr. Phil Gore with the Texas Association of School Boards. The book is available for purchase through Amazon or your favorite retailer. Please be prepared to discuss the contents of the book as well as ask questions directly to the author. We look forward to a robust and exciting discussion on school board governance.

Moderator: Samantha Bosserman, Director of Communications and Board Development, Virginia School Boards Association

Presenter: Dr. Phil Gore, Division Director, Texas Association of School Boards



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Stafford County Public Schools

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Providence Middle School
Chesterfield County Public Schools

Quinn Evans

Tuckahoe Middle School
Henrico County Public Schools

Spectrum Design, PC

Cave Spring High School
Roanoke County Public Schools

VMDO Architects

Alice West Fleet Elementary School
Arlington County Public Schools

VMDO Architects

William Monroe Middle + High Schools
Modernization
Greene County Public Schools

Visit the Awards Section of the platform to view and place your vote for the winner of the People's Choice Award!

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Fairfax County Public Schools
Frederick County Public Schools
Isle of Wight County Public Schools
Nottoway County Public Schools
Patrick County Public Schools
Prince George County Public Schools
Prince William County Public Schools
Virginia Beach City Public Schools

Gold Certification (150-174 points)

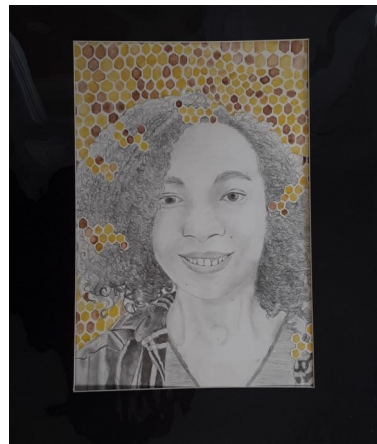
Chesapeake City Public Schools
Gloucester County Public Schools
Halifax County Public Schools
Henry County Public Schools
King and Queen County Public Schools
Shenandoah County Public Schools
West Point Town Public Schools

Silver Certification (125-149 points)

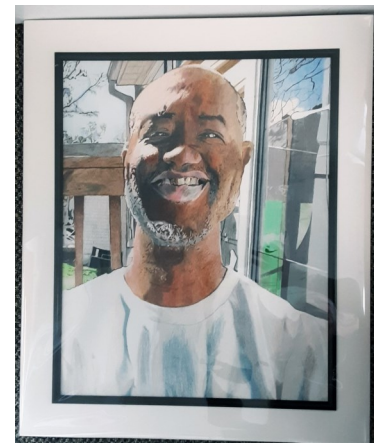
Caroline County Public Schools
Henrico County Public Schools



Southside Region- Elementary Level
Grace Tun
Nottoway County Public Schools



Southside Region- Middle School Level
Indigo Drake
Henrico County Public Schools



Southside Region- High School Level
Norman Johnson
Dinwiddie County Public Schools

Friday, November 20, 2020

8:00-9:00 a.m. Coffee and Convos

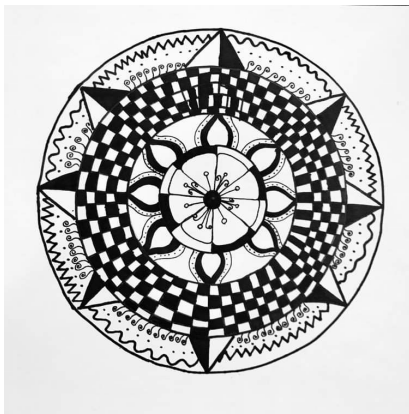
The Virginia School Boards Association Task Force on Students and Schools in Challenging Environments invites you to join us for Coffee and Conversation as Co-Chairs Rodney A. Jordan and Dr. Mark Lineburg discuss the recently released 2.0 Report. This report is an analysis of the impact of the Task Force's initial recommendations found in its 1.0 Report. Participants will hear from task force members strategies for replicating best practices being implemented by school divisions across the Commonwealth in the areas of Community & Family Engagement, Funding & Resources, Specialized Training, Student Learning, and Teacher Quality.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenter: Dr. Mark Lineburg, Superintendent, Halifax County Public Schools and Members of the Task Force

8:00 a.m. Dedicated Exhibit Hall Hours

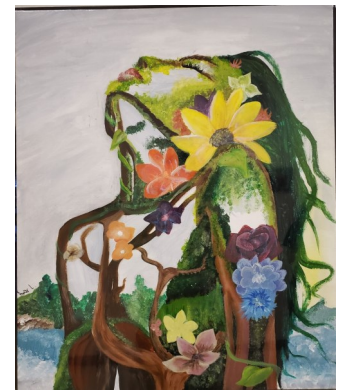
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Valley Region- Elementary Level
Chloe Price
Page County Public Schools



Valley Region- Middle School Level
Chloe Combs
Augusta County Public Schools



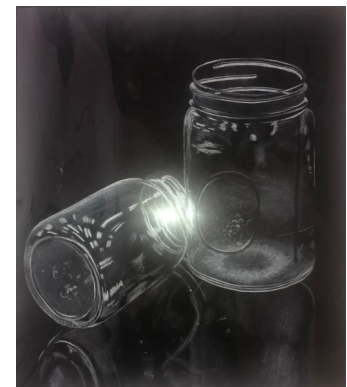
Valley Region- High School Level
Amir Lee
Shenandoah County Public Schools



Tidewater Region- Elementary Level
Mia Nguyen
Chesapeake City Public Schools



Tidewater Region- Middle School Level
Zoey Dorn
Suffolk City Public Schools



Tidewater Region- High School Level
Areli Enriquez Garcia
Accomack County Public Schools

Breakout Sessions #4– 9:15—10:30 a.m.

Legislative Update

A new session of the Virginia General Assembly is right around the corner. What will be the major topics of debate when the legislature convenes in January? How will the election results impact what transpires in the coming session? VSBA Chief Lobbyist, Stacey Haney, and VSBA Government Relations Specialist, J.T. Kessler, will provide a glimpse into what they believe the legislature will tackle during the 2021 session and how your division can assist the lobbying efforts by making your voices heard through grassroots advocacy with your elected Delegates and Senators.

Moderator: Dr. James Coleman (Lynchburg City), Legislative Positions and Federal Relations Chair, Virginia School Boards Association

Presenters: Stacy Haney, Chief Lobbyist, Virginia School Boards Association and J.T. Kessler, Government Relations Specialist, Virginia School Boards Association

Best Practices in Budget Monitoring and Control

The School Board serves as the governing body of the local school division. The primary responsibilities of the school board are threefold: policy making, hiring of the superintendent, and approval of the division's annual budget. Its function is not to operate the school division, but to ensure that the system performs in an effective manner. The school board also plays an important oversight role in the monitoring of the division's approved budget. As such, the purpose of this session is to provide school board members with some best practices for monitoring the budget at the board governance view. Monitoring the budget is important to ensure that the financial, operational and capital plans that were developed and approved for implementation as part of the budget processes are being implemented. (Governmental Finance Officers Association of the United States and Canada) Sound budget monitoring practices are a critical component of the school division's system of financial and operational accountability. The school board should develop and maintain a general understanding and awareness of the school division's budget-to-actual status throughout the fiscal year. In addition, consistently applied budget monitoring processes and reporting will strengthen the school division's system of internal and financial controls.

Moderator: Karen Whetzel (Shenandoah County), Valley Region Chair, Virginia School Boards Association

Presenter: Dr. Michael Thornton, Retired Superintendent

Strategies for Identifying and Completing Small Projects

Not all school divisions have the funding to support major new school projects. And even larger divisions may struggle to get smaller projects completed. Having a logical strategy and creative approach can be critical to accomplishing project goals, large or small. This session is geared towards the small, yet essential projects school divisions need to complete. The prioritization of needs is often determined by a high-altitude comprehensive study as a first step towards more targeted efforts supporting divisional needs and Capital Improvement Plans. Topics in this session will include:

- Assessing and Prioritizing - Moving from Macro to Micro
- Cost-effective Procurement of the Architecture and Engineering
- Creative Solutions to Increase Value
- Controlling Cost and Complexity - Avoiding the Surprises
- Furniture vs. Bricks & Mortar

Join our session and see how to save time, dollars and potential headaches through careful planning and creative solutions. Presented by Isle of Wight County Public Schools, York County School Division and RRMM Architects.

Moderator: Douglas Brown (Newport News City), Tidewater Region Chair, Virginia School Boards Association

Presenters: Sarah Butler, Director of Interior Design-Education/Sr Associate, RRMM Architects, Mike Lombardo, Assistant Superintendent, Isle of Wight County Public Schools, James Carroll, Chief Operations Officer, York County Public Schools, and Jeff Harris, Assistant Director of the K-12 Design Studio/Partner, RRMM Architects

Breakout Sessions #4– 9:15–10:30 a.m. Continued

Zoned Out (or in?) How School Board Rezoning Policies & Processes Can Drive or Impede Equity

Informed by new analysis of rezoning policies and processes for divisions across Virginia, this presentation will present offer practical and timely takeaways on what boards and superintendents can do to keep equity at the forefront of attendance boundary decisions.

Moderator: Rodney Jordan (Norfolk City), President, Virginia School Boards Association

Presenters: Dr. Kim Bridges, VCU School of Education, Shenita Williams, Doctoral Student in Educational Leadership, Policy and Justice, VCU School of Education, and Sarah Haden, Doctoral Student in Educational Leadership, Policy and Justice, VCU School of Education

Equity in Goochland County Public Schools: Practical Starting Points in Policy, Practice, and Community Engagement

Goochland County Public Schools has approached its operational and instructional work through with a renewed focus on practice, policy, and relationships and how that focus can contribute to more equitable outcomes on behalf of minority students and families in the division. Presenters will share the highlights of Goochland's "multiple starting points" in the continuous journey toward a division in which consideration of equity is the norm, rather than the exception. Those starting points include a board-approved equity policy, minority teacher recruitment plan, position reclassifications, and networking within the greater community to create a cycle of feedback to adjust practice regularly.

Moderator: Irene Mullins (Tazewell County) Southwest Region Chair, Virginia School Boards Association

Presenters: Dr. Jeremy Raley, Superintendent, Goochland County Public Schools and Dr. Andrew Armstrong, Assistant Superintendent for Administration, Goochland County Public Schools



Northeastern Region- Elementary Level
Lily Lai
Manassas City Public Schools



Northeastern Region– Middle School Level
Citlahlly Rodriguez
Manassas City Public Schools



Northeastern Region– High School Level
Sienna Williams
Fairfax City Public Schools



Southwest Region- Elementary Level
Noah Lawson
Lee County Public Schools



Southwest Region– Middle School Level
Quint Leonard
Carroll County Public Schools



Southwest Region– High School Level
Kayla Weston
Lee County Public Schools



“There was something remarkable about the processes of design and construction that helped us strengthen our school community and we have RRMM Architects to thank for it... The entire team at RRMM Architects is forever a part of the Old Donation School family.”

*Dr. Kelly Hedrick, Principal
Old Donation School
Virginia Beach City Public Schools*

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Virginia Public Schools need water management plans by July 2021.

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We can help every public school in Virginia develop their required water management and sampling validation plan for lead and *Legionella* by July 2021. You can expect:

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- > An assessment of every building water system for waterborne hazards to help your district achieve a risk driven water management plan
- > Expert help with implementation of your plan including communication protocols for students, parents and staff if elevated lead or *Legionella* samples are identified

Want to learn more? Visit our Water Management experts at the VSBA conference, www.buildingwaterhealth.org or contact buildingwaterhealth@nsf.org.

Breakout Sessions #5– 10:45 a.m. —Noon

VHSL Update

Join us as we hear an update from Virginia High School League’s Executive Director, Dr. Billy Haun, on the decisions about local school division sports as Virginia combat’s the COVID-19/Coronavirus pandemic. Dr. Billy Haun will be answering questions throughout the presentation in the chat box. We look forward to you joining us for this conversation.

Moderator: Dr. James Coleman (Lynchburg City), Legislative Positions and Federal Relations Chair, Virginia School Boards Association

Presenter: Dr. Billy Haun, Executive Director, Virginia High School League

Being Socially Connected while being Physically Distant- SEL and MH in the COVID19 World

As educators look to Recover, Redesign and Restart the emotional wellbeing of students, educators and parents must be part of the plan. This past year has thrust us into virtual and distance learning, which has had a significant impact on the anxiety and stress experienced by many of our students. As educators, we need to take a closer look at our response to the social and emotional concerns of our students and those that are responsible for the delivery of instruction. The importance of building a sense of emotional safety, when students have been or continue to be physically apart, will take even more of a focused effort in instructional planning. This session will focus on the instructional implications as we return to learning to include: preventative strategies, building connections with our students, linking social emotional learning (SEL) to academics, identification and responses to social emotional concerns for teachers staff and families, as well as self-care for individuals providing services for the educational community. These practices will be versatile and can be implemented in multiple educational environments to include virtual, blended as well as face to face educational environments.

Moderator: Janet Turner-Giles (Nelson County), President-Elect, Virginia School Boards Association

Presenters: Dr. Michele Mitchell, Executive Director Student Advancement, Newport News Public Schools, Erika Daniel Ed. S, Coordinator Psychological Services, Newport News Public Schools, Vivian Vitullo, Ed. S, Special Education Supervisor, Newport News Public Schools, and Linda Askew LCSW, Supervisor of Student Support and Mental Health Services, Newport News Public Schools

Montgomery County Public Schools Corps of Cadets

Modeled after the Virginia Tech Corps of Cadets, the MCPS Corps of Cadets program is a new civilian leadership opportunity developed as an alternative to traditional JROTC programs. The flexibility of this locally-designed program allows MCPS to offer it at all high schools, providing equitable access to all students in grades 9-12. MCPS opened the program in 2019-2020 with three full-time instructors teaching 200 students across all four of our high schools. Example curriculum units include Leadership Styles, Cadet Wellness, First Aid, Land Navigation, and U.S. History and Government. Students wear uniforms once per week and participate in after-school activities such as drill team, color guard, marksmanship, and physical competitions. Based on preliminary data for 2020/2021, we estimate that approximately 320 students will be enrolled across two sequential courses, with additional instructors in place to meet the growing demand for this promising new program.

Moderator: Teddy Martin, II (Henry County), Blue Ridge Region Chair, Virginia School Boards Association

Presenters: Mark Husband, Director of CTE & Virtual Learning, Montgomery County Public Schools and Jim Conrad, Corps of Cadets Teacher, Montgomery County Public Schools

Breakout Sessions #5– 10:45 a.m. —Noon Continued

Transforming the School Division Into a Dynamic Media Outlet

It is no longer enough to just tell your story. With the departure of many of the legacy media practices, digital media requires an emphasis on user experience. Are you engaged in meaningful communications and leadership with your stakeholders? Session attendees will gain an understanding of the need for a digital framework and transformation of the school division as a dynamic player in the marketplace of ideas and information that matters to students, families, and staff that we serve. While legacy media practices linger in the digital media world, school leaders must embrace multimodal media practices in order to meet the necessities of stakeholders. More so, when catastrophic events occur, the need for a leadership framework that focuses on effective communication strategies and tactics becomes indispensable. Effective leadership demands an emergent view of stakeholder engagement that encompasses communications as the key to high functioning school divisions. Covered topics include social media, print and tv media, email, and marketing. Time will be allotted for question and answer.

Moderator: Barbara Kanninen (Arlington County), Northeastern Region Chair, Virginia School Boards Association

Presenter: G. Seth Stephens, Chief Communications Officer, Petersburg City Public Schools

Creating and Living a Strategic Plan with Racial Equity at the Heart

This session will focus on how to embark on an equity driven strategic planning process that yields a plan where equity is not a singular goal or strategy but incorporated throughout. Topics covered will include stakeholder engagement, data use, and the role of School Board in advancing a strategic plan, and an entire community, in aiming to dismantle historical inequities and the systems that perpetuate them

Moderator: Robert Hundley, Board Member, Hanover County Public Schools

Presenters: Dr. Gregory C. Hutchings, Jr., Superintendent, Alexandria City Public Schools and Clinton Page, Chief Accountability and Research Officer, Alexandria City Public Schools

History and Inspiration-Integration Informs Schools of the Future

History often inspires design. This has been especially true for Dorothy Hamm Middle School in Arlington, originally known as Stratford Junior High, which was the first public school integrated in the Commonwealth. Hear how the team drew from the rich history of their school and robust community engagement to transform the existing facility into an innovative space for collaborative learning. We will explore the ways this history has been celebrated in the revitalized facility and continues to tell the story of racial equality through spaces for learning.

Moderator: R. Tyrone Foster (Bristol City), Past-President, Virginia School Boards Association

Presenters: Charles Tilley, AIA, Principal, Quinn Evans, Devon Hogan, Associate, Quinn Evans, Michael Jones, Former Student of Stratford Jr. High, Arlington Public Schools, Ellen Smith, Principal, Arlington Public Schools, Katie Irwin, AIA, IIDA, LEED AP BD+C, Senior Associate Quinn Evans, and Ben Burgin, Assistant Director of Design and Construction, Arlington Public Schools

12:00-2:00 Dedicated Exhibit Hall Hours & Daily Door Prize Announcement

Register for the daily door prize by visiting each exhibit booth, obtaining their secret word, and then going into the **Secret Word Door Prize Challenge** section of the platform to enter each word. To be eligible for the Friday drawing at the Closing Session you must complete and deposit your words by 2 p.m. in the **Secret Word Door Prize Challenge** section of the platform. The Friday Door Prizes will be presented at the Closing General Session.



VRSA is here to ease what worries our members – so that you can focus on what matters most – serving your community.

For program year 2019-2020, VRSA provided a 15% credit on automobile and general liability due to changed circumstances.

VRSA has the financial strength to find ways to reduce members' financial burden as school divisions are operating under tight budgets and continue to face uncertainty over fiscal matters due to COVID-19.

Thank you to all Virginia school divisions for the leadership you have provided under difficult circumstances.



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The common thread running through all CRA's projects is our "Client-Oriented" approach to providing architectural services. This approach engages all project stakeholders, including students, teachers and the community; making certain the result meets the curriculum, is successful in function and provides for student growth and learning. Our design meets the demands of student-centered learning; providing multiple collaborative and flexible spaces which accommodate the student and teacher in the pursuit of education.

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2:00 p.m. Friday General Session

Sponsored by Comcast



Presiding: Janet Turner-Giles (Nelson County), President, Virginia School Boards Association

Entertainment: Greenville County High School Marching Eagles (G-Force), Greenville County

Presentation of the 2020 VSBA Advocate for Education Award

Sponsored by ABM

Presentation of the 2020 Virtual 5K Spirit Awards

Sponsored by Quinn Evans



Greetings: Nathan Daugherty, Sr. Manager Government Affairs, Comcast

Speaker: Joe Ehrmann, Leadership, InsideOut Initiative

Joe Ehrmann played professional football for 13 years. The Institute chose him as one of The Most Influential Sports Educators in America for International Sport and his revolutionary concepts of transformational coaching are the subject of his book, InSideOut Coaching. Joe is leading the NFL Foundation-funded InSideOut Initiative aimed at implementing education-based athletics that are co-curricular, character-based and led by transformational coaching.

The winner of the exhibitors' door prize will be announced at the conclusion of this general session. The winner must be present to claim the prize. The winner of the People's Choice Award in School Architect will also be announced.

Rolling slideshow prior to the general session sponsored by Energy Systems Group



4:00 Convention adjourns

Recorded Sessions

All breakout sessions have been recorded, and the recordings for this conference will be available 30 days after the conference. To access the breakout session recordings you will go through the event platform like you are accessing a live session. Here you will be able to watch the session, pause anytime you would like, rewind to catch something you may have missed and to take any detailed notes that you would like. Due to contractual agreements, the general sessions will not be recorded.

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2021 VSBA Annual Convention
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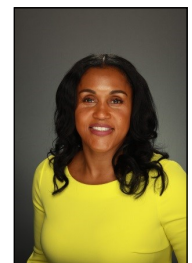
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