

2022-23

Annual REPORT



VSBA

Virginia School Boards Association

Leadership • Advocacy • Support

www.vsba.org | 434-295-8722 | 800-446-8722

Photo Courtesy of Lynchburg City Public Schools

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MISSION

Virginia School Boards Association, a voluntary, nonpartisan organization of Virginia school boards, promotes excellence in public education through leadership, advocacy and services.

VISION

VSBA is recognized and respected as an innovative leader in public education.

GOALS



Leadership

To maximize student achievement by taking a leadership role in education reform.



Advocacy

To advocate effectively for Virginia's public schools and children before all levels of government and the public.



Support

To increase engaged participation of member boards and stakeholders in all VSBA services and activities.

FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Dear Valued Members of the VSBA,

It is with great pleasure that we present the 2022-2023 Annual Report. In this report, we want to update you on how your association, the VSBA has worked for you during the past year. Some of the achievements highlighted within this report represent goals we set out to achieve in our Strategic Plan. In fact, many of our goals have been achieved, but we still have others to address. The completion of Strategic Plan goals and the guidance we received from our members and Board of Directors have shown us that we can accomplish much when the collective wisdom of the membership sets a strong forward-thinking direction.

This year's annual membership opinion survey, which is highlighted in this Annual Report, verifies that most members rate the association highly. Results used from this survey will be used in assessing services and in planning programs. As always, your suggestions and comments are invited as the Association continues to meet future needs.

The voice of VSBA continues to be heard in Richmond, VA and Washington, D.C., with lobbying activities concentrating on issues to improve education and to preserve local school boards' policy-making authority. Local board members played a key role in this effort by contacting their members of the General Assembly and Congress on important education issues.

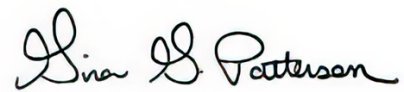
This has been a challenging year for the Association. We realize that all will not agree with any one decision or direction the Association is going at any given time, or on a specific topic, but we believe we all agree that we should do what is right for children. As a result, our collective voice in public education is strong because VSBA provides the leadership, advocacy, and support for each of us to advocate effectively, while keeping local control at the center of what we do. The challenges we face are shared by many, and we know that by focusing on the children, we can all work collectively to educate the children that will continue to move the Commonwealth forward.

Thank you for your continued support, dedication, and unwavering commitment. Together, we can achieve remarkable progress for the future of education.

Sincerely,



David Woodard
VSBA President



Gina G. Patterson
VSBA Executive Director



Sherrie Page

VSBA Finance/ Audit
Committee Chair

Dear Members,

We are pleased to present the financial report for the Virginia School Boards Association (VSBA) for the fiscal year ending December 31, 2022. This report highlights the commitment and dedication of the VSBA in fulfilling its mission of providing Leadership, Advocacy, and Support to school boards throughout the Commonwealth.

Audit Committee Performance:

The VSBA Audit Committee executed its duties with the utmost seriousness, demonstrating a commitment to transparency and accountability. Thoughtful inquiries were made, and staff provided prompt and comprehensive responses. We are delighted to announce that the audit revealed no findings, reflecting the organization's sound financial practices and commitment to fiscal responsibility.

Financial Performance:

For the fiscal year ending December 31, 2022, the VSBA achieved an excess of revenue over expenses, affirming our prudent financial management. The VSBA operates according to the operations policy established by the Board of Directors in 1984. This policy ensures the provision of essential services to all member school boards without additional charges, encompassing state and federal advocacy, administrative and operational advice, publications, and research.

In line with our commitment to fiscal responsibility, special services are available on a "user fee" basis. This approach ensures that those who wish to utilize specialized services, such as policy services, VSBA BoardDocs, governance training, strategic planning, superintendent search services, and more, can do so without imposing burdensome dues increases on others.

Membership Dedication:

The VSBA is fortunate to have a dedicated membership that values the importance of providing essential resources and support for school boards across the Commonwealth. Your continued involvement and commitment to our association enable us to fulfill our mission effectively. We wholeheartedly welcome your feedback and encourage your active participation in shaping the future of the VSBA.



*Blue Ridge Region
Spring Network Forum*



*Southwest Region Spring
Network Forum*



*Eastern Region Spring
Network Forum*

GOAL 1. LEADERSHIP



VSBA's first strategic goal is leadership to maximize student achievement by taking a leadership role in education reform. Below are actions that VSBA took this year to achieve this goal.

National

- VSBA President David Woodard and Executive Director Gina Patterson both serve on the newly formed Consortium of State School Boards Associations (COSSBA) Transition Steering Committee (TSC).
- The inaugural Consortium of State School Boards Associations (COSSBA) Conference was held March 30 – April 2 in Tampa, Florida. Virginia was well represented at the conference with over fifty attendees and seven sessions led by Virginia school divisions and VSBA Staff.
- Virginia hosted three presentations at the Urban Board Alliance conference in September in Chicago. UBA supports and equips school boards with the knowledge, skills, training, and experiences to address and improve the educational outcomes of students and schools in challenging environments.
- Executive Director Gina Patterson co-authored a book entitled "The Power of Positive Governance" which serves as a resource guide for school boards to help them stay in their governance role.



VSBA attendees at the 2023 COSSBA Conference

Founded by state school boards associations in late 2021, COSSBA is a non-partisan, national alliance dedicated to sharing resources and information to support, promote and strengthen state school boards associations as they serve their local school districts and board members. Currently 25 state school board associations belong to COSSBA. Learn more on the [COSSBA website](#).



President-Elect, Dr. Cardell Patillo, and President, David Woodard, at COSSBA Leadership Conference

State

- Several members of the VSBA Board of Directors sit on statewide committees ranging from VHSL Executive Committee to the Advisory Committee on Teacher Education and Licensure.
- For the second year in a row, VSBA and VACo partnered to present on topics relevant to each governing board at both annual conventions and have continued dialogue throughout the year. A representative of VACo currently serves on the VSBA Taskforce on School Infrastructure Needs.
- VSBA collaborated with the Virginia Chamber of Commerce, serving as a partner on their Annual Education and Workforce Conference.
- In October 2022, the VSBA Board of Directors continued to invite a representative from the Office of the Governor for healthy dialogue on current educational and legislative issues at each of its Board of Directors meetings.

Association

- VSBA Board of Directors celebrated March 2023 as Students and Schools in Challenging Environments Month in Virginia. The VSBA established this month-long observance in 2020 to highlight the work that school divisions across Virginia are doing to promote equity in public education.
- The VSBA continued to take the lead on hot-topic issues through administering the VSBA Task Force on Workforce Readiness, Task Force on Students and Schools in Challenging Environments, Task Force on Collective Bargaining, and newly formed Task Force on School Infrastructure.
- VSBA held its 10th statewide Food for Thought Competition where school divisions showcased programs that combat childhood hunger, provide healthy school meals, and encourage wellness and physical activity. Six winning divisions were recognized at the VSBA Conference on Education in July 2022.
- The VSBA Audit Committee fulfilled its responsibilities and the VSBA Board of Directors approved the recommendation that the official audit be accepted without any reservations.
- VSBA President David Woodard issued a successful series of Public Service Announcements that were distributed for use by local school divisions. Topics included Schools in Challenging Environments Month, Bullying Prevention Month, School Board Appreciation Month, School Board Clerks Appreciation Week, and Take Your Legislator to School Month.
- VSBA declared October 2022 as Bullying Prevention Month. Included in the message to the membership was a toolkit. In addition, VSBA held a live webinar in October on Bullying Prevention and released a podcast published in the newsletter.
- VSBA hosted the 17th annual student school board representative workshop at the VSBA Annual Convention to help prepare student representatives act as the student voice on their school boards.
- Members of the VSBA Board of Directors communicated individually with new school board members to welcome them to their new role, and reached out to inactive members to see if there was any assistance VSBA could provide them for their position.



Members of the VSBA 2022-2023 Board of Directors at the 2022 VSBA Annual Convention



Students at the VSBA 2022 Annual Convention Student School Board Representative Workshop

VSBA Task Force on School Infrastructure Needs



Valley Region Spring Network Forum

In June 2022, the Virginia School Boards Association (VSBA) Board of Directors voted to establish the Task Force on School Infrastructure Needs. Its aim is to bolster school construction and infrastructure improvements across school divisions throughout the Commonwealth.

Over the past year, the task force met with the Virginia Superintendent of Public Instruction to discuss infrastructure needs, advocated for \$1.25 billion in funding from the Virginia Department of Education (VDOE) for new construction and improvements to existing school buildings, and compiled a list of legislative priorities for the Virginia General Assembly. Meanwhile, the VSBA task force continues its active advocacy, expressing gratitude for the General Assembly's support and endorsing recommendations for increased funding in the future.

Looking ahead, the task force plans to host an early bird session on school infrastructure at the 2023 Annual Convention and collaborate with the Virginia Department of Education to integrate infrastructure standards into the Virginia Standards of Quality (SOQs).



Tidewater Region Spring Network Forum

VSBA Task Force on Collective Bargaining

During the 2020 session of the Virginia General Assembly, lawmakers passed Senate Bill 939/ House Bill 582 which permits local governments to enter into collective bargaining agreements with their employees. Due to the economic effects brought upon by the COVID-19/ Coronavirus Pandemic, Virginia Governor Ralph S. Northam recommended changes to the enactment date of SB939/ HB 582 from July 1, 2020 to May 1, 2021. This significant shift in labor relations will impact the governance structures of local school boards that adopt resolutions to enter into collective bargaining agreements with division employees.

At the March 2020 meeting of the Virginia School Boards Association Board of Directors, Board members voted to establish the Task Force on Collective Bargaining. This task force was charged with studying and submitting recommendations to the Board of Directors for best practices and guidance for school boards when deciding to enter into collective bargaining agreements.

The VSBA Task Force on Collective Bargaining presented its report to the Board of Directors at its June 2020 meeting. The Board duly accepted the report and recommendations of the Task Force. As the debate over collective bargaining continues, the task force will monitor developments and determine if additional resources are needed to assist school boards across the Commonwealth.



Southern Region Spring Network Forum



Southside Region Spring Network Forum

VSBA Task Force on Students and Schools in Challenging Environments



VSBA Task Force on Students and Schools in Challenging Environments Meeting

In June 2013, the VSBA Board of Directors created the VSBA Task Force on Students and Schools in Challenging Environments to make recommendations to the State Board of Education and the State Department of Education on how VSBA can partner to help challenged schools in Virginia, and to identify and share research, resources and strategies that will empower Virginia's schools to reach higher levels of student achievement.

In March 2017, the VSBA Board of Directors voted to re-institute the VSBA Task Force on Students and Schools in Challenging Environments. New members were added to the Task Force and the members are working to continue the mission of the task force and to keep a pulse on issues related to schools in challenging environments.

At its March 2019 meeting, the VSBA Board of Directors voted to add “Students” to the title of the task force.

During the past year, task force highlights include:

- In November 2022 at the VSBA Annual Convention in Williamsburg, preliminary findings of newly released data on the 2022-2023 academic year were presented to be included in the State of Schools Report of the task force.
- In January 2023, the task force hosted members of the Virginia General Assembly in a virtual town hall meeting titled “Coffee and Conversations” prior to the beginning of the 2023 session of the Virginia General Assembly.
- Celebrated March 2023 as VSBA Students and Schools in Challenging Environments Month highlighting promises and practices that work to advance strategies to assist students throughout the Commonwealth in challenging environments within Virginia’s schools.
- In April 2023, Co-Chair Rodney Jordan participated in the inaugural conference of the Consortium of State School Board Associations luncheon panel celebrating the association’s Urban Board Alliance Day.



Prince George County School Board Members at Capital Conference



2022 Legislative Advocacy Conference

VSBA Task Force on Workforce Readiness

In March 2015, the VSBA Board of Directors created the VSBA Task Force on Workforce Readiness to study how career and technical education programs are being implemented in Virginia school divisions and how these programs are preparing the state's future workforce. In subsequent meetings, the task force members established the following mission of the task force: The mission of the VSBA Task Force on Workforce Readiness is to support school divisions by identifying and promoting workforce readiness opportunities that enable students to be prepared to succeed in a new economy.



VSBA Task Force on Workforce Readiness Meeting

In the past year, the Task Force engaged in the following activities:

- At the August 2022 meeting of the VSBA Board of Directors, the Board approved the recommendation to continue the work of the task force.
- Hosted Heather McKay, Executive Director of the Virginia Economic Development Partnership's Office of Economic Education, to discuss the work under way mapping future workforce needs and how K-12 education complements economic development in the Commonwealth of Virginia.
- Announced winners of the 2022 VSBA Excellence in Workforce Readiness Award at the VSBA Conference on Education in July 2022.
- Hosted 2022 winners of the VSBA Excellence in Workforce Readiness Award at the VSBA Annual Convention in November allowing award recipients to showcase their winning programs.
- In January 2023, hosted members of the Virginia General Assembly in a virtual town hall meeting titled "Coffee and Conversations" prior to the beginning of the 2023 session of the Virginia General Assembly.
- For a sixth straight year, requested that school divisions submit proposals highlighting how Workforce Readiness skills are being developed within school divisions with less than 5,000 students, divisions greater than 5,000 but less than 10,000, and those greater than 10,000 students.



2022 Shenandoah County Schools Workforce Readiness Award



2022 Radford City Schools Workforce Readiness Award



2022 Henrico County Schools Workforce Readiness Award

GOAL 2: ADVOCACY



VSBA's second strategic goal is to advocate effectively for Virginia's public schools and children before all levels of government and the public. Below are actions that VSBA took this year to achieve this goal.



VSBA Board of Directors at Day at the Capital with Delegate Coyner and Delegate Simonds

- VSBA members participated in Day on Capitol Square meeting with members of the General Assembly in conjunction with the 2023 Capital Conference in January 2023.
- The VSBA Government Relations team hosted live updates each Friday during the legislative session providing participants with weekly developments from the capitol and a report on legislative initiatives around the state during the General Assembly session.

- The VSBA Government Relations team presented legislative updates at the Spring Regional Network Forums in each VSBA region in 2023.
- On February 6-7, members of the Virginia School Boards Association Federal Relations Committee (FRC) participated in the 2023 VSBA Advocacy Institute in Washington, D.C.

2023 Legislative Session

In 2023, lawmakers filed over 2800 individual pieces of legislation, resolutions, and joint resolutions dealing with a multitude of topics. The VSBA Government Relations team managed roughly 300 pieces of legislation during the 2023 session. During each session of the Virginia General Assembly, the VSBA Government Relations team is tracking hundreds of bills that impact the operations of local school boards.



Federal Relations Committee at 2023 Federal Advocacy Conference

YEAR ROUND ADVOCACY

VSBA Take Your Legislator to School Month, in November, offers additional opportunities to further strengthen relationships between school division leadership and elected officials.

VSBA distributes weekly federal updates to keep members abreast of legislation and advocacy at the federal level.

During the 2023 session of the Virginia General Assembly, the government relations team continued the practice of posting blog updates throughout the session that recorded the latest activities from committee hearings and floor proceedings during session.

The popular weekly Zoom Friday afternoon legislative update with the government relations team remained an essential must attend for school board members during the legislative session. Participants in the weekly update heard about the week that was and were provided with a preview of what to expect in future proceedings at the General Assembly. Participants were able to ask questions about pending legislation and how they could assist in VSBA's advocacy efforts.



2023 Capital Conference

Annual VSBA Capital Conference

The annual VSBA Capital Conference was held January 30-31, 2023, and brought together school board members and administrators from across the Commonwealth to Richmond where they engaged lawmakers at the Virginia General Assembly. The event was kicked off with participants learning about Governor Youngkin's objectives for K-12 education policy from Virginia Secretary of Education Aimee Guidera. Participants were also greeted by House Minority Leader Don Scott prior to their legislative visits on Capitol Square.

VSBA continued the practice of providing conference participants with a tool kit and tips for successful advocacy for public education. Participants scheduled in-person meetings with their legislative delegations and advocated for the key issues and concerns of the association.

VSBA Federal Relations Committee 2023 Advocacy Institute

On February 6-7, members of the Virginia School Boards Association Federal Relations Committee (FRC) participated in the 2023 VSBA Advocacy Institute in Washington, D.C. The two-day event was kicked off with opening remarks from FRC Chair Dr. James Coleman. Members of the committee also participated in sessions dealing with federal legislation, the current political environment in D.C., and advocacy strategies from VSBA Director of Legislative Services J.T. Kessler and George Mason University Political Science professor Dr. David Rehr. These sessions helped prepare members for their day on The Hill.



2023 Federal Relations Committee

On day two of the institute, FRC members met with the Education Policy team from Senator Mark Warner and Senator Tim Kaine's offices. Additionally, FRC members had plentiful discussions on issues related to education at the federal level with Virginia's Congressional Leaders. Congressman Bobby Scott (VA-3), Congressmen Ben Cline (VA-6), and Congressman Morgan Griffith (VA-9) joined committee members to solicit feedback from participants. Additional meetings with key congressional staff from each delegation offices were held throughout the day.

LEGISLATIVE POSITIONS PROCESS

With input from their communities, staff, students, parents and families, school boards establish legislative priorities that are brought forth and voted on as legislative positions at the Association's Delegate Assembly.

The formal adoption of these positions follows the Commonwealth's democratic process outlined in the Constitution of Virginia, the Rules of the Senate, and the Rules of the Virginia House of Delegates. Here is a side-by-side comparison of both:

Virginia's Legislative Process

State legislators are elected by a majority of voters within their legislative district.



A Delegate or Senator brings forth a bill that represents the interests of their constituents. Bills that fail to move through the process favorably are considered dead for the session.



Members of the House Education Committee, Senate Education Committee, and Health Committee meet in a public session to review and vote on the bill. If favorable, the Committees then report the bill to the floor of either chamber.



The bill then goes through first and second readings. Once the bill passes the second reading, it is engrossed. The third reading then takes place, the bill is voted on and approved by the House or Senate.



The bill then goes through a similar procedure in the opposite chamber. Once passed by both houses of the General Assembly, it is sent to the Governor for approval.

VSBA's Legislative Process

State school board members are elected or appointed in accordance with their local process.



Each spring the VSBA Legislative Positions Committee contacts each member school board and requests recommendations on legislative positions.



The Committee reviews all suggestions and recommends changes to the Board of Directors. Approved proposals are sent to members of the Delegate Assembly.



Delegates are appointed by individual school boards and share the responsibility to elect VSBA officers, adopt amendments to VSBA's Bylaws, and vote on submitted legislative positions.



During the Delegate Assembly, Delegates vote on the submitted positions. A majority vote of delegates present is required to approve a submitted position. These legislative positions then shape VSBA's legislative agenda.



VSBA’s third strategic goal is to increase engaged participation of member boards and stakeholders in all VSBA services and activities. Below are actions that VSBA took this year to achieve this goal.

What is the Virginia School Board Association?

What is VSBA?

- Published a new manual for student school board representatives to serve as a guide to assist them in their role.
- Published a new guide for school boards considering adding a student representative.
- Hosted a Part II of the New Member Orientation virtual session as an opportunity for new school board members to discuss real-life scenarios faced on the board.
- Produced videos on What is VSBA, What is a School Board, and Serve Your Community as a School Board Member.

VSBA Fiscal Governance Cohort

The VSBA Fiscal Governance Program offers an opportunity to strengthen the effectiveness and efficiency of your Fiscal Governance Team. The inaugural cohort included Danville City, Isle of Wight County, Lynchburg City, Petersburg City, and Prince Edward County.

This program offers a unique opportunity for collaboration and skill development. Through a series of activities and discussions centered around best practices, the program aims to enhance collaboration between school finance, instructional leadership, school division governance, and administration, with the goal of positively impacting student outcomes.



Fiscal Governance Cohort



What is a School Board Video



Serve Your Community as a School Board Member Video

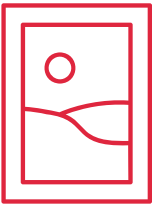
AWARDS AND RECOGNITION

February 2023 was recognized as School Board Appreciation Month in Virginia. The VSBA established this month-long observance back in 1989 to encourage public recognition of the roles and responsibilities of school board members and to highlight the importance of public education throughout the commonwealth.



In its 11th year, the VSBA Student Video Contest gave Virginia high school students the opportunity to express their thoughts and creativity around the theme, "Rising Above."

VSBA held the Second Annual Student Essay Contest. Three student winners were recognized at the VSBA Conference on Education. The theme of the contest was "The Meaning of Civility."



In conjunction with the VSBA Regional Meetings, VSBA continued its tradition of hosting a Student Art Contest. School divisions were encouraged to submit student artwork and all winners were announced at the spring regional forums.

The VSBA Business Honor Roll recognized 110 businesses by highlighting successful school-business partnerships around the state.



The 27th annual VSBA Showcases for Success, a guide that features positive public school programs, was sent out electronically to all media contacts, board members, superintendents, and legislators. The publication was also posted on the VSBA website as a source of best practices around the state. A total of 64 education programs were featured in this year's VSBA Showcases for Success directory.

VSBA presented three scholarships to Student School Board Representatives at the 2022 VSBA Annual Convention.



School Board Clerks Appreciation Week was celebrated during the third week in February.

The eighth annual VSBA Advocate for Education Award was presented to Janet Turner-Giles, school board member, Nelson County Public Schools at the 2022 VSBA Annual Convention.



SCHOOL BOARD TRAINING & DEVELOPMENT



53

customized training sessions were conducted for school governance teams.

Through the "VSBA Academy," the VSBA offers a unique opportunity to Virginia's school boards by providing customized board development trainings. These trainings are designed to address the specific needs and challenges that governance teams face.

The academy's curriculum covers a broad range of essential topics that every school board member should be familiar with. These topics include:

- Strategic planning
- Board goal setting
- Team building
- Establishing board norms and protocols
- Understanding the dynamics of board governance team roles and responsibilities

In addition, participants can engage in facilitated board self-evaluations, gain insights into the nuances of the Virginia Freedom of Information Act and learn how to develop and conduct superintendent evaluations in accordance with VDOE guidelines.



280,000+ Students impacted by VSBA Board Training



Williamsburg/James City County Board Governance Training



Buckingham County Master Board Training

2022 - 2023 NEWLY CERTIFIED MASTER BOARDS

Mathews County
Manassas City
Dinwiddie County
Amelia County
Buckingham County

MEETINGS AND CONFERENCES

To achieve goal three, the VSBA hosts various events to provide members with high quality professional development opportunities. Below is an overview of what the VSBA achieved over the past year.



2,600+

registrations were received for conferences, meetings, and webinars.

- VSBA hosted several conferences in 2022 and 2023, which marked the second year of being in a hybrid format for conferences and workshops. VSBA hosted a total of 16 hybrid conference and workshops, including Budget Training Workshops, Superintendent Evaluation Workshops, Title IX Workshops, VSBA Capital Conference, VSBA School Law Conference and many more.
- VSBA hosted two Hot Topic Conferences. The March conference was held in Wythville County and had topics on workforce readiness, virtual reality in public schools, and the “new pandemic teacher” shortages. The April conference, held in Charlottesville, had topics on broadband access, how to work with your local appropriating body, and dual enrollment.
- VSBA worked to host at least one webinar on relevant topics per week to ensure that board members received the most up-to-date information possible. In total, there were 37 webinars offered, 26 free and 11 paid.
- VSBA offered a four-part webinar series on Artificial Intelligence Technology with Dr. Bill Daggett
- Spring regional meetings were brought back in person in 2023. The school divisions showcased both their division and their students through performances and presentations.

Webinars

37

Total

26

Free

11

Paid



Central Region Spring Network Forum

- On November 16, 2022, school board members, clerks, superintendents, attorneys, and many other school personnel gathered for the VSBA Annual Convention. The convention offered three general sessions, over 50 different breakout sessions, two "Coffee and Convo" sessions, and many other activities.

50+

Breakout sessions

- In June 2023, VSBA offered its annual School Law Conference. The conference offered attendees topics such as Division of Public Safety Training, preventative behavioral threat assessment.
- VSBA continued to offer Freedom of Information Act (FOIA) and Conflict of Interest and Ethics Advisory (COIA) trainings at the 2022 Legislative Advocacy Conference and the 2022 Annual Convention.



Dr. Bill Daggett presenting at the 2022 VSBA Annual Convention

VSBA Council of School Attorneys

VSBA Council of School Attorneys (COSA) provides programming and networking opportunities for its members. Membership in COSA is open to Virginia attorneys who represent school boards. Approximately half the group are attorneys in private practice while the other half are in-house counsel or are assistant county or city attorneys assigned to represent school boards.

The Legal Services Department updated and distributed The “Virginia Freedom of Information Act: A Guide for School Board Members and School Administrators,” aka “The VSBA FOIA Guide.” This publication highlights the portions of FOIA most relevant to school boards and provides easy access to the law itself.

The Legal Services Department updated and distributed a list of Required Notifications. This list provides a way for school divisions to be sure that they are complying with requirements of state and federal law to notify stakeholders of various types of information, ranging from asbestos inspections to certain types of student surveys.



2023 School Law Conference

132

VSBA Policy
Services
Members

VSBA Policy Services

126 Virginia school boards, plus six regional, vocational, and Governor’s schools, are members of VSBA Policy Services. Members receive new and revised sample policies based on thorough legal research. Policy Services members received Policy Updates in October 2022 and February and May 2023. In addition, the Policy Page, a newsletter-type publication distributed via email, offers timely information about policy-related issues. Over 80 superintendents and policy contacts attended the Policy Workshop in May.

VSBA Legal Assistance Fund

The VSBA Legal Assistance Fund provides an avenue by which school board members and superintendents have access to the VSBA staff attorney for legal information. Legal topics discussed include the Freedom of Information Act (FOIA), the State and Local Government Conflict of Interests Act (COIA), the Family Educational Rights and Privacy Act (FERPA), student discipline, employment-related issues and constitutional issues involving free speech rights of students and staff.



VSBA President-Elect Dr. Cardell Patillo addresses the members of the State Board of Education

SUPERINTENDENT SEARCH SERVICES

Among the most important decisions that a school board makes is the selection of the superintendent. The VSBA provides thorough and professional services throughout the search process, all at a cost that is considerably less than that of private consultants. The goal is to promote a match that makes for an effective policy-making team. From advertising to screening to consultation, the VSBA helps to ensure that this vitally important decision is a sound one.

For the 2022-23 year, VSBA staff assisted school boards in rural, suburban, and urban school divisions with superintendent searches for Bristol City, Buchanan County, Colonial Heights City, Craig County, Floyd County, Franklin County, Gloucester County, Hampton City, King George County, King William County, Newport News City, and Washington County.

Staff placed over 400 calls to check references, verify eligibility, and evaluate job performance of applicants. The VSBA Superintendent Search Procedures Manual, which is provided to board members for the duration of the search process, was also updated.



221 Applications received



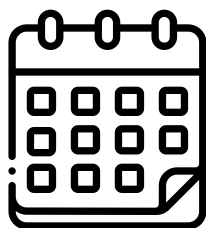
6,194 Community surveys provided input for ideal candidate selection



80,791 Students impacted by VSBA Superintendent searches

2023 MEMBER OPINION SURVEY HIGHLIGHTS

In May 2023, VSBA sent out a survey to all school board members asking for feedback on the services that VSBA offers its members. The purpose of this survey is to help improve and evolve the association. Below are the highlights from the survey to show what members enjoy and utilize the most from VSBA.



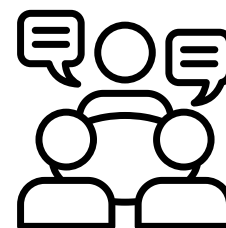
93%

Agree or strongly agree
VSBA keeps them up-to-date



93%

Would recommend VSBA
services/benefits



83%

Extremely satisfied or
satisfied with VSBA
meetings/conferences/events

Top 5 VSBA Recognition Programs

- Excellence in Workforce Readiness Awards
- Student Essay Contest
- Food for Thought Competition
- Student Video Contest
- Exhibition of School Architecture

Top 5 Used VSBA Services

- Policy Services
- VSBA BoardDocs
- Personalized Board Training
- Legal Services
- Superintendent Evaluation Training

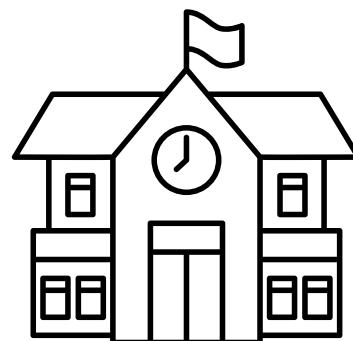
Viewed, read, or monitored in the past year:

- Daily News 93%
- Website 83%
- Newsletter 75%
- Legislative Email Updates 73%
- Legislative Blog 50%
- Facebook 23%
- Twitter 15%
- Legislative Video Blog 13%
- Podcast 8%



80%

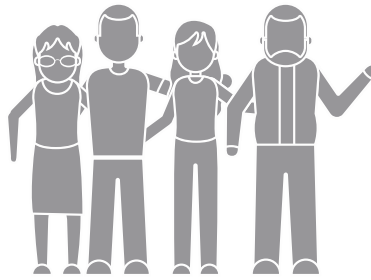
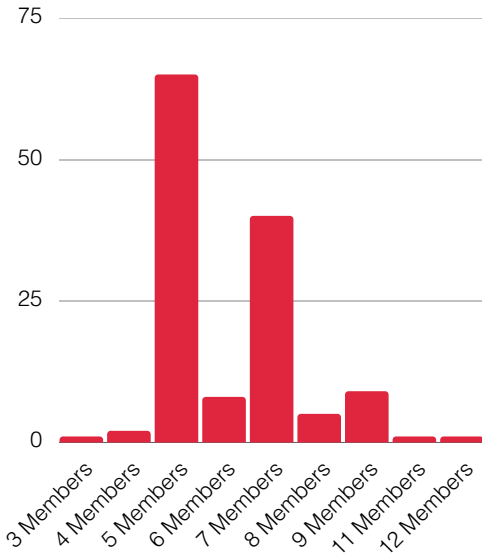
Read the Daily News to
stay informed for their job



SCHOOL BOARD DEMOGRAPHICS

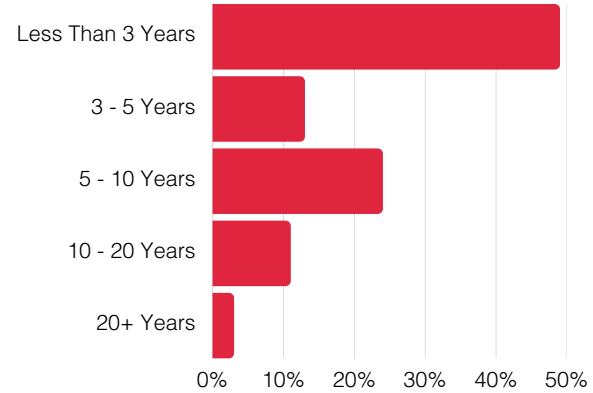
Based on data as of May 2023

Board Size



808 School Board Members in Virginia

Board Member Tenure



Average Tenure: 5.8 Years

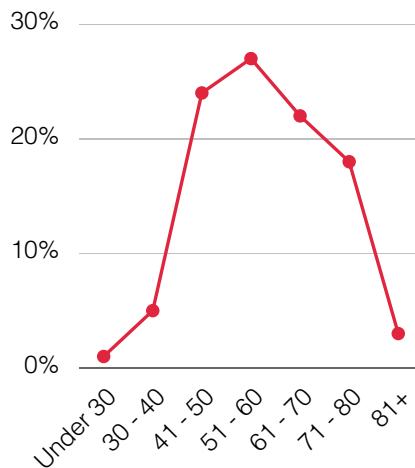
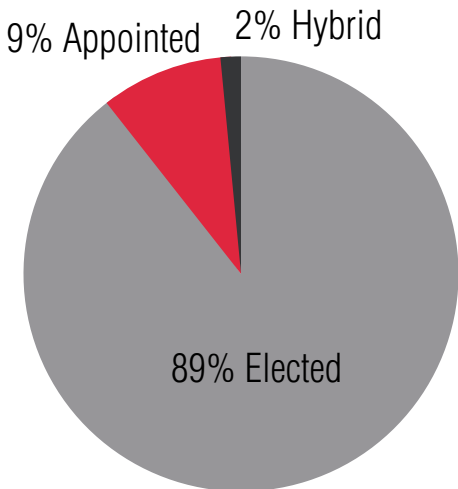


54% Female



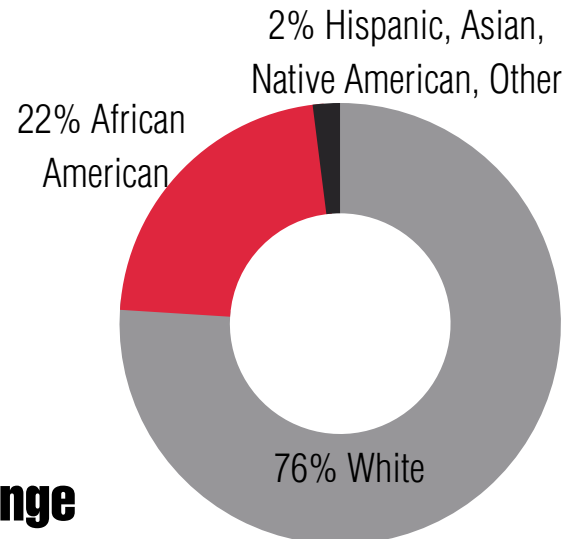
46% Male

Elected or Appointed?



Board Member Age Range

Board Member Race



AWARD OF DISTINCTION RECIPIENTS

The VSBA is proud to recognize and honor school board members, superintendents, and clerks who have improved their boardmanship skills by participating in in-service education programs. Time, dedication, hard work and consistent efforts are required to stay well informed on complex educational issues.

The VSBA Academy Awards acknowledge these dedicated individuals for their different levels of achievement. The highest award, the Award of Distinction, includes a certificate, a starfish pin, and a luncheon at the VSBA Annual Convention. The Award of Distinction is in recognition of 84 hours of Academy credit over the course of two years. This year, 86 school board members are being honored based on credits earned from July 1, 2021 - June 30, 2023.

Alexandria City

Michelle Rief

Amelia County

Michael Neller
Sarah Tanner-Anderson

Brunswick County

Carolyn Parson-Jones
Elizabeth Burns

Buena Vista City

Teresa Ellison

Caroline County

Calvin Taylor
George Spaulding
John Copeland
JoWanda Rollins-Fells
Nancy Carson
Shawn Kelley

Charlottesville City

James Bryant

Chesterfield County

Kathryn Haines

Culpeper County

Barbara Brown
Patricia Baker

Dickenson County

Lurton Lyle

Dinwiddie County

Barbara Pittman
Betty Haney
Mary Benjamin

Essex County

Ray Whitaker

Fairfax County

Karen Corbett Sanders

Floyd County

C. Gene Bishop

Franklin City

Robert Holt

Frederick County

Michael Lake

Fredericksburg City

Jannan Holmes

Goochland County

Karen Horn

Hampton City

Joseph Kilgore

Hanover County

Robert Hundley

Henry County

Teddy D. Martin, II

Hopewell City

Linda Hyslop

Isle of Wight County

John Collick
Denise Tynes

King and Queen County

E. Harwood Hall

Lunenburg County

Amy McClure

Lynchburg City

Sharon Carter

Manassas City

Suzanne Seaberg
Jill Spall

Mathews County

John Priest

Mecklenburg County

Wanda Bailey
Dora Garner

Nelson County

Janet Turner-Giles

New Kent County

Sarah Grier-Barber

Newport News City

Douglas Brown
Lisa Surles-Law

Norfolk City

Tanya Bhasin
Rodney Jordan

Northumberland County

Cheryl Davis

Orange County

Sherrie Page

Page County

Jacqueline Sullivan-Smoot

Petersburg City

Adrian Dance
Bernard Lundy
Hal Miles
Kenneth Pritchett
Steven Pierce

Portsmouth City

Cardell Patillo

Prince George County

Chris Johnson
Cecil Smith

Prince William County

Adele Jackson
Lillie Jessie
Loree Williams

Pulaski County

Beckie Cox
E. Paige Cash
Timothy Hurst
William Benson

Richmond County

Kathleen Beane
Ken Blackley
Patricia Pugh
Vivian Wood

Rockingham County

Charlette McQuilkin

Shenandoah County

Cynthia Walsh

Smyth County

Charles Buchanan
Kyle Rhodes
Paul Grinstead

Suffolk City

Heather Howell
Judith Brooks-Buck
Karen Jenkins

Surry County

Elsie Dennis
Faye Perkins
Laura Pierce-Ruffin
Marion Wilkins
Valencia Williams

Tazewell County

David Woodard

Waynesboro City

Diana Williams

Westmoreland County

Ralph Fallin
Iris Lane

2022-23 VSBA BOARD OF DIRECTORS



President
David Woodard
Tazewell County



President- Elect
Cardell Patillo
Portsmouth City



Past President
Teddy Martin, II
Henry County



Audit/Finance Committee Chair
Sherrie Page
Orange County



Legislative Positions/ Federal Relations Committee Chair
James Coleman



Member-At-Large
JoWanda Rollins-Fells
Caroline County



Member-At-Large
Raymond Whitaker
Essex County



Blue Ridge Region Chair
Julie Nix



Central Region Chair
James Bryant
Charlottesville City



Eastern Region Chair
Kathleen Beane
Richmond County



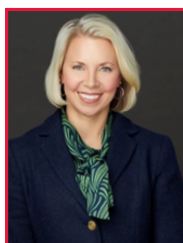
Northeastern Region Chair
Karen Corbett Sanders
Fairfax County



Southern Region Chair
Amy McClure
Lunenburg County



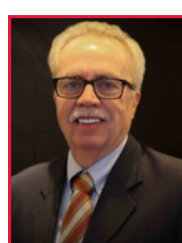
Southside Region Chair
Chris Johnson
Prince George County



Southwest Region Chair
Jenny Nichols
Washington County



Tidewater Region Chair
Karen Jenkins
Suffolk City



Valley Region Chair
Michael Lake
Frederick County



Ex Officio Member
Janet Turner-Giles
Nelson County



Ex Officio Member
Rodney Jordan
Norfolk City

2024 Conferences & Events

January 22-23: VSBA Capital Conference, Richmond VA

January 23: VSBA New Chair/Board Member/Superintendent Orientation, Richmond VA

February 22-25: COSSBA Annual Conference, Dallas, TX

New! March 23: Hot Topic Conference, Williamsburg VA

April 18: VSBA Hot Topic Conference, Virtual

May 31: VSBA School Law Conference, Short Pump VA

July 23: VSBA Conference on Education, Short Pump VA

September 19: VSBA Legislative Advocacy Conference, Chesterfield VA

November 20-22: VSBA Annual Convention, Williamsburg VA



Rivanna Ridge Professional Building
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Charlottesville, VA 22911

www.vsba.org
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