

**Vin Cibbarelli**

Retired Superintendent  
Charlottesville City

**Len Gereau**

Retired Superintendent  
Franklin County

**Wayne Harris**

Retired Superintendent  
Roanoke City

**Tim Jenney**

Retired Superintendent  
City of Virginia Beach

**Karl O'Dell**

Retired Superintendent  
Richmond County

**Bob McCracken**

Retired Superintendent  
Giles County

**Glen Stark**

Retired Superintendent  
Rockbridge County

**Harry Ward**

Retired Superintendent  
Mathews County

**Dennis Witt**

Retired Superintendent  
Halifax County

**Ernest Worley**

Retired Superintendent  
Nelson County

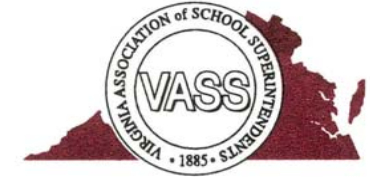
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**Sponsors of the VASS Executive Coaching Service:**



**Virginia Association of School Superintendents**

Presents

**The VASS Executive Coaching Service**

**A Professional Development Opportunity Enhancing Effective Leadership in the Superintendency**

*Coordinated by:*  
**Robert McCracken, Ed. D.**  
and  
**Radford University's Professional Development Center**

*P.O. Box 6959  
Radford, VA 24142  
(540) 831-5682  
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## Highlights of the VASS Executive Coaching Service

The Virginia Association of School Superintendents is offering a great professional development opportunity for both experienced and newly appointed superintendents. The following are some highlights of this exciting service:



The service is no cost to newly appointed Superintendents



The service formalizes a supportive relationship between a newly appointed superintendent and a superintendent who is experienced in Virginia



Executive Coaches are formally trained using a corporate executive model that has been successful in other organizations and Corporations



Executive Coaches do not tell clients how to do their jobs; they help superintendents to explore new possibilities in their jobs



Executive Coaches provide answers to direct issues related to law, ethics and regulations

## The Coaching Program is based on establishing five basic steps:

- Establish a focus
- Discover Possibilities
- Plan the Action
- Remove Barriers
- Recap the Conversations

As Executive Coaches and their clients progress through these steps together, they create powerful professional development experiences resulting in lasting improvements in the leadership behaviors of the newly appointed superintendents. Personal and professional profiles are used by an Executive Coaching Coordinator to make successful matches between coaches and clients. The Coordinator also uses a sophisticated evaluation process to monitor the progress of Executive Coaches and their clients during their contacts and communications. Each client receives a minimum of eight personal contacts with his or her Executive Coach.

## Coaching skills utilized by trained Executive Coaches include:

- Contextual Listening
- Discovery Questioning
- Messaging
- Acknowledging

## Cost

Free to new superintendents.

\$3,000.00 for superintendents with more than one year of experience.

## VASS Executive Coaches

The following are Virginia superintendents who have been trained as Executive Coaches.

### Bill Dean

Superintendent of Schools  
Frederick County

### John Kidd

Superintendent of Schools  
Rockingham County

### Lowell Lemons

Superintendent of Schools  
Waynesboro City

### Milton Liverman

Superintendent of Schools  
Suffolk County

### Dave Melton

Superintendent of Schools  
Louisa County

### Stewart Roberson

Superintendent of Schools  
Hanover County

### Dorothea Shannon

Superintendent of Schools  
Prince George County

### Steve Staples

Superintendent of Schools  
York County

### Carol Beers

Retired Superintendent  
Williamsburg/James City

### Kevin Castner

Retired Superintendent  
Albemarle County