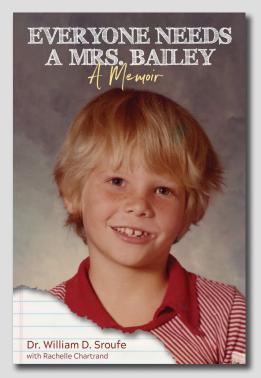
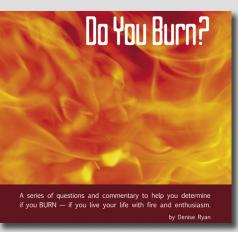
# VASS 2021 SPRING CONFERENCE LEADERSHIP SERIES

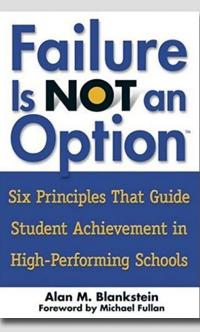
BREAKTHROUGH LEADERSHIP — APRIL 26

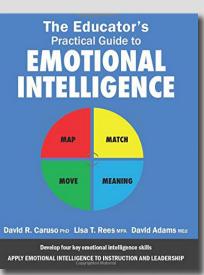
LEADERSHIP FOR GREATER EQUITY — MAY 3

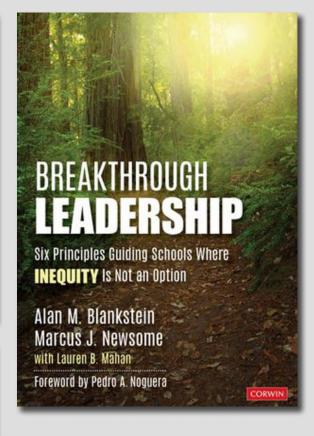
INSPIRING LEADERSHIP — MAY 10













#### Dear VASS Colleagues and Members,

This year's spring conference is a departure from the traditional three-day conference in Roanoke. It will provide a unique approach to professional learning through a series of virtual events which are focused on different aspects of leadership — Monday, April 26: Breakthrough Leadership; Monday, May 3: Leadership for Greater Equity; and Monday, May 10: Inspiring Leadership. The VASS 2021 Spring Conference Leadership Series will engage participants with dynamic speakers, thought provoking panel discussions, and productive small group discussions giving participants opportunities to share their own thoughts and experiences on leadership. In addition, all superintendent members of VASS will be recognized for their exceptional leadership during the Pandemic by U.S. Senators Tim Kaine and Mark Warner, Governor Ralph Northam, Secretary of Education Atif Qarni, and State Superintendent of Public Instruction James Lane. This will be a "conference" that you don't want to miss. We hope you enjoy it.

#### Sincerely,

Scott S. Brabrand, Division Superintendent, Fairfax County, VASS President

Laura K. Abel, Division Superintendent, Town of West Point and VASS President-elect

Zebedee Talley, Jr., Division Superintendent, Martinsville City and VASS Secretary/Treasurer

Scott R. Kizner, Division Superintendent, Stafford County and VASS PL Committee Chair

Mervin B. Daugherty, Division Superintendent, Chesterfield County and Region I Representative

Jared A. Cotton, Division Superintendent, Chesapeake City and Region II Representative

Sarah B. Calveric, Division Superintendent, Caroline County and Region IV Representative

Peter J. Noonan, Division Superintendent, Falls Church City and Region IV Representative

Douglas J. Straley, Division Superintendent, Louisa County and Region V Representative

Melinda D. Snead-Johnson, Division Superintendent, Covington City and Region VI Representative

Robert F. Graham, Division Superintendent, Radford City and Region VII Representative

Annette A. Bennett, Division Superintendent, Appomattox County and Region VIII Chair

Gena Cook Keller, Director, Commonwealth Learning Partnership and At-Large Member

The members of the 2020-2021 VASS Professional Learning Committee

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### VASS 2021 SPRING CONFERENCE LEADERSHIP SERIES **PROGRAM SCHEDULE**

#### **BREAKTHROUGH LEADERSHIP APRIL 26**

8:30-8:55 AM

Virtual Exhibit Hall

9:00-9:10 AM

General Session

Scott Brabrand, VASS President and Division Superintendent, Fairfax County

9:10-10:30 AM

Out of the Crisis: Leading for Equity

Alan Blankstein, Bestselling Author and Founder of the HOPE Foundation Marcus Newsome, Director, Virginia Superintendents Leadership Academy [the short version of the film "Petersburg Rising" will be shown]

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**MOSELEY**ARCHITECTS













10:30-10:55 AM

### The Virginia Superintendents Leadership Academy Video Presentation and Awards Ceremony

Marcus Newsome, Director, Virginia Superintendents Leadership Academy Ben Kiser, VASS Executive Director

James Lane, State Superintendent of Public Instruction, Commonwealth of Virginia

Sponsored by:

VASS Associate Partners — Education Elements and Participate Learning





10:55-11:00 AM

### Recognition of Virginia Superintendents for Their Leadership During the Pandemic

James Lane, State Superintendent of Public Instruction, Commonwealth of Virginia

11:00-11:15 AM

#### VaSCL Annual Meeting



### VASS 2021 SPRING CONFERENCE LEADERSHIP SERIES PROGRAM SCHEDULE

### LEADERSHIP FOR GREATER EQUITY MAY 3

8:30-8:55 AM

Virtual Exhibit Hall

9:00-9:05 AM

General Session

Laura Abel, VASS President-elect and Division Superintendent, Town of West Point

9:05-9:45 AM

Leaders Who Have Harnessed the Power of Technology to Create Equitable Learning

Nicol Turner-Lee, Senior Fellow in Governance Studies and Director of the Center for Technology Innovation, Brookings Institute

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#### Leaders Who Have Successfully Addressed Social Emotional Learning During the Pandemic

David Adams, CEO of the Urban Assembly

Amie Cumming, Director of Student and Family Support, Newton County Schools Chelsea A. Montgomery, Executive Director of Office of Student Supports, Fulton County Schools

Ralph L. Simpson, Deputy Superintendent of School Leadership and Improvement, Clayton County Schools

Karen Watts, Executive Superintendent, Brooklyn North NYCDOE Borough Office

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Laura K. Abel, VASS President-elect, Division Superintendent, Town of West Point, and Chair of the VASS Blueprint Committee on Social Emotional Learning

Walter (Rick) Clemons, Region III Chair, Division Superintendent, Gloucester County and Member of the VASS Blueprint Committee on Accountability

Scott L. Jefferies, Division Superintendent, Wythe County and Chair of the VASS Blueprint Committee on Profile of a Virginia Graduate

**Anthony S. Brads**, Division Superintendent, Culpeper County and Chair of the VASS Blueprint Committee on the Teacher Shortage

**Brian Austin**, Former Division Superintendent, Lee County and Chair of the VASS Blueprint Committee on Funding

**Tameshia V. Grimes**, Division Superintendent, Nottoway County and Member of the VASS Blueprint Committee on Equity

#### Sponsored by:

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10:55-11:00 AM

Recognition of Virginia Superintendents for Their Leadership During the Pandemic

The Honorable Atif Qarni, Secretary of Education, Commonwealth of Virginia

### VASS 2021 SPRING CONFERENCE LEADERSHIP SERIES PROGRAM SCHEDULE

### INSPIRING LEADERSHIP MAY 10

8:30-8:55 AM

Virtual Exhibit Hall

9:00-9:05 AM

General Session

Zebedee Talley, Jr., VASS Secretary/Treasurer and Division Superintendent, Martinsville City

9:05-9:45 AM

Everyone Needs a Mrs. Bailey

William Sroufe, Division Superintendent, Colonial Heights City

#### Sponsored by:

VASS Senior Partners — CrisisGo and Dotcom Therapy; VASS Associate Partners — Catapult Learning/SESI, Concentric by Ginkgo, Crabtree, Rohrbaugh & Associates, Houghton Mifflin Harcourt, and Imagine Learning















9:45-10:30 AM

### How to Stay Motivated Enough to Motivate Others During a Global Pandemic

Denise Ryan, Motivational Speaker

Sponsored by:

VASS Sponsors — ABM Building Services, Air Mechanical Solutions, An Achievable Dream, EF Education First, Intrado School Messenger, M.B. Kahn Construction, No Kid Hungry Virginia, and VMDO Architects

















10:30-11:00 AM

#### Creating a Life/Work Balance

**Small Group Discussions** 

11:00-11:15 AM

Honoring Virginia's Superintendents of the Year

The Honorable Ralph S. Northam, Governor of the Commonwealth of Virginia

The Honorable Mark R. Warner, United States Senator

The Honorable Timothy M. Kaine, United States Senator

#### April 26, 9:10-10:30 AM — Out of the Crisis: Leading for Equity

Reaching and educating students has never been more fraught. Leaders have been called upon to be crisis managers of food delivery, hotspot providers, finding students and their families, providing quality distance learning and holding on to a dwindling staff — all in the face of conflicting needs and demands of the community. In this keynote, the Premier showing of sections of the award-winning film, *Petersburg Rising*, will serve to illuminate, and to jump-start the conversations toward leveraging the current crisis to galvanize the school community in creating equitable learning opportunities and success for all students.

Award-winning author and educational leader, **Alan Blankstein** served for 25 years as President of the HOPE Foundation, which he founded and whose honorary chair is Nobel Prize winner Archbishop Desmond Tutu. A former "high-risk" youth, Alan began his career in education as a music teacher. He worked for Phi Delta Kappa, March of Dimes, and Solution Tree, which he founded in 1987 and directed for 12 years while launching Professional Learning Communities beginning in the late 1980s. He is the author of the best-selling book Failure Is Not an Option®: Six Principles That Guide Student Achievement in High-Performing Schools, which received the Book of the Year award from Learning Forward. Alan is Senior Editor, lead contributor, and/or author of 18 books, including Excellence Through Equity with Pedro Noguera. He also authored some 20 articles in leading education print including Education Week, Educational Leadership, The Principal, and Executive Educator.



Alan has provided keynote presentations and workshops for virtually every major U.S. Ed Org, and throughout the UK, Africa, and the Middle East. Alan has served on the Harvard International Principals Centers advisory board, and the Jewish Child Care Agency, where he once was a youth in residence.



Marcus Newsome is the VASS Director of the Virginia Superintendents Leadership Academy. He began his career as an art and mathematics teacher in the District of Columbia Public Schools. Marcus has worked at all levels of school leadership, including serving as a Virginia superintendent for 16 years in three different K-12 public school districts (Newport News, Chesterfield and Petersburg). Under his stewardship, all Newport News high schools were recognized by Newsweek Magazine as among the Best High Schools in America, and in Chesterfield the district was recognized in a White House ceremony as a national leader in digital education. He was appointed by Governor Elect Tim Kaine to serve as co-chair of his education and policy transition team. Marcus has testified as an expert witness on education issues before Congress, and consulted with state legislators and business leaders from North America, Europe and Asia. He has also served as an Associate Professor

of Practice at Harvard University, and as an Associate Professor at Virginia Commonwealth University and Virginia State University. He and Alan Blankstein are co-authors of *Breakthrough Leadership: Six Guiding Principles Where Inequity Is Not An Option*.

### May 3, 9:05–9:45 AM — Leaders Who Have Harnessed the Power of Technology to Create Equitable Learning

Almost one year after K-12 students were sent home to address COVID-19, many districts are now returning to in-person learning. Given the alarming disparities that surfaced over the lack of broadband access, should schools abandon their commitment to closing the divides that exist among their students? How can schools and libraries serve as catalysts for digital equity, while ensuring that no child is ever left offline? In this keynote, the conversation on what schools should do next to harness the power of technology to create equitable learning will be considered, along with strategies for confronting the persistent systemic inequalities that limit more vulnerable populations from online access and experiences.



**Nicol Turner-Lee** is a senior fellow in Governance Studies, the director of the Center for Technology Innovation, and serves as Co-Editor-In-Chief of TechTank. Nicol researches public policy designed to enable equitable access to technology across the U.S. and to harness its power to create change in communities across the world. Her work also explores global and domestic broadband deployment and internet governance issues. She is an expert on the intersection of race, wealth, and technology within the context of civic engagement, criminal justice, and economic development.

Prior to joining MMTC, Nicol was vice president and the first director of the Media and Technology Institute at the Joint Center for Political and Economic Studies, the nation's leading think tank on issues related to African Americans and other people of color. In this role, she led the technology research agenda that was focused on advancing digital equity and inclusion for historically disadvantaged populations. Her most notable work was her development of the first national minority

broadband adoption study in 2009 that was later cited in the congressionally mandated Federal Communications Commission's National Broadband Plan.

Digitally Invisible:
How the Internet is
Creating the New
Underclass

By: Nicol Turner-Lee, Ph.D. (Brookings Press)\*

\*Soon to be published in 2021

### May 3, 9:45–10:25 AM — Leaders Who Have Successfully Addressed Social Emotional Learning during the Pandemic

The disruptions caused by COVID-19 have made it clear that Social-Emotional Learning is more important than ever. Whether it has been illuminated through the expansion of self-directed learning or the increase in challenges that students face outside the classroom, the question is no longer if SEL fits into schools, but rather how. All learning is social and emotional, and an intentional connection between instruction and social-emotional skills enhances the power of both. This panel will feature the CEO of Urban Assembly in conversation with District Superintendents who lead with SEL.



#### Moderator:

**David Adams** is the Chief Executive Officer of the Urban Assembly. At the UA, David previously served as the Director of Social-Emotional Learning and Senior Director of Strategy. Prior to joining Urban Assembly, David was the Social-Emotional Learning Coordinator for District 75 where he shaped the District's approach to social-emotional learning for students with severe cognitive and behavioral challenges. He has worked internationally in schools in England, evaluating programs of positive behavioral supports and Social-Emotional Learning as a research intern at Yale University's Health, Emotion and Behavior Lab, and he has published multiple academic papers around the relationship of social-emotional competence, and student academic and behavioral outcomes. David is also co-author of The Educator's Practical Guide

to Emotional Intelligence, which was published in 2020. He is married with two children, serves on the Board of Directors of CASEL and is an Engineering Officer in the Army Reserve. David holds an M.Ed in Educational Psychology from Fordham University.



#### **Panelist:**

Amie Cumming is the Director of Student and Family Support for Newton County Schools in Covington, Georgia. She spent 20 years as a classroom teacher before moving into school administration as a middle school assistant principal. While serving as an assistant principal, she successfully implemented PBIS, which drastically reduced office discipline referrals and improved the overall climate of the school. Amie's work with PBIS, student discipline, and Social Emotional Learning led her to her current position. She is also credited with the creation of RISE Academy, a highly successful alternative program for students in grades 6-12. She has been instrumental in implementing a district-wide Social Emotional Learning program and under her leadership; Newton County Schools was named a NO PLACE FOR HATE district for the 2018-2019 and 2019-2020 school years.

### May 3, 9:45–10:25 AM — Leaders Who Have Successfully Addressed Social Emotional Learning during the Pandemic



#### Panelist:

**Chelsea Montgomery** is the current Executive Director of the Office of Student Supports in Fulton County Schools. She leads the work in the areas of MTSS, dropout prevention, social and emotional learning, homeless and foster student supports, disproportionality, crisis and care team, employee incidents, and supports related to school psychologists, school social workers, and school counselors. Chelsea holds a Bachelor of Science in Elementary Education from East Carolina University, a graduate certificate in Applied Behavior Analysis from Penn State University, and an Educational Specialist degree in School Psychology from the University of Tennessee-Chattanooga. Prior to this position, Chelsea has worked in multiple states and in various roles such as a classroom teacher, interventionist, school psychologist, and district office administrator.

Chelsea has also been an adjunct professor for five years at the University of South Carolina-Aiken and is a current doctoral student in Educational Leadership at Georgia State University. Her research interests include Multi-Tiered Systems of Support, Evidence-based Education, and Implementation Science.



#### Panelist:

Ralph Simpson was appointed Deputy Superintendent for the Division of School Leadership and Improvement in July 2017 and he has over twenty years of experience in education. In an effort to empower leaders to maximize their full potential, Ralph's goal is to inspire, encourage, and motivate leaders at all levels. He consistently provides school and district leaders with a Quote of the Day (QOD) that compels leaders to self-reflect and commit to higher standards. One recent QOD states, "Your commitment to getting better needs to be more important than your commitment to getting better scores." A recent graduate of Howard University's Urban Superintendents' Academy, he also recently became professionally certified in Trauma and Resilience. Ralph is also involved in a myriad of professional and public

service organizations, including the National Association of Educators, Georgia Association of Educators, DeKalb Association for Secondary School Administrators and Omega Psi Phi Fraternity.



#### Panelist:

Karen Watts is an Executive Superintendent of the Brooklyn North Borough Citywide Office within the New York City Department of Education. Karen oversees 238 schools and nearly 10 districts within the Brooklyn North region with the goal of ensuring all students grow to their highest academic potential in a nurturing, safe, inclusive and equitable learning environment.

#### May 10, 9:05-9:45 AM — Everyone Needs a Mrs. Bailey

Colonial Heights School Division Superintendent Bill Sroufe shares how one teacher, who kept vigil throughout his life, helped him find the courage to rise above the neglect, poverty, and abuse he experienced as a child to create a life with purpose and triumph. He will provide an inspiring message about how school leaders can become champions for the children in their care by looking beyond their own emotional baggage to ensure that their students understand the negative things that happen to them do not define who they are.



**Bill Sroufe** is the division superintendent of Colonial Heights Public Schools. He is an award-winning educator with 20 years of experience in public education. In addition to his work in education, Bill has written three books: Words from a Journal (2014), Starting a Conversation: Poems and Prose (2017), and Everyone Needs a Mrs. Bailey (2018). In his memoir, Bill shares how one teacher helped him find the courage to rise above the chaos and evil in his life to create one with purpose and triumph; and how we can all become champions for the children in our care. A former U.S. Air Force journalist, he has also done feature writing for Airman Magazine, The Pilot, and The Roanoke Times. Bill has a BS and MS Ed from Old Dominion University and holds a Doctorate in Education with a major in Educational Leadership from Liberty University. Bill began his career in

education in 1998 as a physical science teacher. In 2017, he was named Region 6 Superintendent of the Year. Bill has 3 children: Emma, Mitchell, and Benjamin.

### May 10, 9:45–10:30 AM — How to Stay Motivated Enough to Motivate Others During a Global Pandemic

The Superintendent's job has never been harder. How can you inspire others if you're burned out and exhausted? In this fast-paced, tip-packed session, you'll get ideas that will help you keep your spirits up and your head in the game. The presentation will cover a discussion of the emotions you (and those you lead) might be feeling and how to deal with them, strategies for calming yourself down in this uncontrollable time, three tips for boosting your immune system and your productivity, and lessons learned so far.



Denise Ryan helps light the fires of enthusiasm so people can do great things. She is an author, an MBA and a CSP (Certified Speaking Professional), a designation of excellence held by less than 10% of professional speakers. Denise is also a Certified Virtual Presenter. She has been speaking professionally for over 20 years and has worked with hundreds of organizations across the US and Canada — including Princeton University, Blue Cross Blue Shield, and the US Department of Homeland Security — as well as presenting for school administrators across the country. Her unique blend of enthusiasm, humor, and actionable tips are just what we need during these challenging times.

#### VASS SALUTES THE VIRGINIA SUPERINTENDENTS OF THE YEAR

- 2021 ALL of the DIVISION SUPERINTENDENTS in VIRGINIA
- 2020 Melody D. Hackney, Division Superintendent, Hopewell City
- 2019 Jared E. Cotton, Division Superintendent, Henry County
- 2018 Aaron C. Spence, Division Superintendent, Virginia Beach City
- 2017 James F. Lane, Division Superintendent, Chesterfield County
- 2016 Pamela R. Moran, Division Superintendent, Albemarle County
- 2015 Patrick K. Murphy, Division Superintendent, Arlington County
- 2014 Rita D. Bishop, Division Superintendent, Roanoke City
- 2013 James G. Merrill, Division Superintendent, Virginia Beach
- 2012 Lorraine S. Lange, Division Superintendent, Roanoke County
- 2011 Rosa Atkins, Division Superintendent, Charlottesville City
- 2010 Frederick S. Morton, IV, Division Superintendent, Henrico County
- 2009 Deborah Jewell-Sherman, Division Superintendent, Richmond City
- 2008 Donald J. Ford, Division Superintendent, Harrisonburg City
- 2007 J. David Martin, Division Superintendent, Fauquier County
- 2006 Billy K. Cannaday, Jr., Division Superintendent, Chesterfield County
- 2005 John O. Simpson, Division Superintendent, Norfolk City
- 2004 N. Wayne Tripp, Division Superintendent, Salem City
- 2003 W. Randolph Nichols, Division Superintendent, Chesapeake City
- 2002 Wayne D. Lett, Division Superinendent, Newport News
- 2001 Mark A. Edwards, Division Superintendent, Henrico County
- 2000 Stewart D. Roberson, Division Superintendent, Hanover County
- 1999 Woodrow W. Mullins, Jr., Division Superintendent, Tazewell County
- 1998 K. Jane Massey-Wilson, Division Superintendent, West Point
- 1997 Steven R. Staples, Division Superintendent, York County
- 1996 Paul D. Stapleton, Division Superintendent, Charlotte County
- 1995 Robert R. Spillane, Division Superintendent, Fairfax County
- 1994 William C. Bosher, Jr., Division Superintendent, Henrico County
- 1993 Stephen M. Baker, Division Superintendent, Hanover County
- 1992 C. Fred Bateman, Division Superintendent, Chesapeake City
- 1991 Alfred R. Butler, IV, Division Superintendent, Franklin City
- 1990 William C. Bosher, Jr., Division Superintendent, Henrico County
- 1989 Jerry L. Austin, Division Superintendent, Mecklenburg County
- 1988 Gene R. Carter, Division Superintendent, Norfolk City

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#### SPONSORS of the April 26 presentation: Out of the Crisis: Leading for Equity

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### SPONSORS of the May 3 presentation: Leaders Who Have Successfully Addressed Social Emotional Learning during the Pandemic



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#### SPONSORS of the May 3 presentation: Reinvigorating VASS's Commitment to Equity



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### A SPECIAL THANKS FROM VASS TO THE COMPANIES WHO ARE SPONSORING OUR CONFERENCE SESSIONS

#### SPONSORS of the May 10 presentation: Everyone Needs a Mrs. Bailey













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### A SPECIAL THANKS FROM VASS TO THE COMPANIES WHO ARE SPONSORING OUR CONFERENCE SESSIONS

### SPONSORS of the May 10 presentation: How to Stay Motivated Enough to Motivate Others During a Global Pandemic



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# VASS 2021 VIRTUAL EXHIBIT HALL DATES WHEN VASS PARTNERS ARE SCHEDULED TO HOST LIVE CHATS [8:30-8:55 AM]

#### APRIL 26

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Audio Enhancement, VASS Associate Partner
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Concentric by Gingko, VASS Associate Partner
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CrisisGo, VASS Senior Partner
Curriculum Associates, VASS Associate Partner
Discovery Education, VASS Associate Partner
DLR Group, VASS Associate Partner
Dotcom Therapy, VASS Senior Partner
Edgenuity, VASS Senior Associate Partner
Education Elements, VASS Associate Partner
Forecast5 Analytics, VASS Senior Partner

#### MAY 3

Frontline Education, VASS Associate Partner
Get More Math, VASS Associate Partner
Horace Mann, VASS Partner
Houghton Mifflin Harcourt, VASS Associate Partner
Imagine Learning, VASS Associate Partner
Istation, VASS Associate Partner
Lexia Learning, VASS Associate Partner
Mark III Employee Benefits, VASS Associate Partner
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Participate Learning, VASS Associate Partner
Paymerang, VASS Associate Partner
Pierce Insurance Agency, VASS Associate Partner

# VASS 2021 VIRTUAL EXHIBIT HALL DATES WHEN VASS PARTNERS ARE SCHEDULED TO HOST LIVE CHATS [8:30-8:55 AM]

#### **MAY 10**

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Power School, VASS Associate Partner
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Renaissance, VASS Associate Partner
Rethink Ed, VASS Associate Partner
RRMM Architects, VASS Senior Associate Partner
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Teachers of Tomorrow, VASS Associate Partner
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CONGRATULATIONS to ALL of the Superintendents of Virginia Public School Divisions for being named 2021 SUPERINTENDENTS OF THE YEAR!