

2022 VASS Annual Spring Conference
Inspiring Positive and Resilient Leadership
May 1-3, 2022 – Hotel Roanoke

SUNDAY, MAY 1

- 8:30 am – 3:00 pm** **The Virginia Superintendents Leadership Academy – *Monroe Room***

Sponsored by VASS Associate Partners Education Elements and Participate Learning
- 11:30 am – 5:00 pm** **Moseley Golf Tournament – *Hanging Rock***

Sponsored by VASS Partner Moseley Architects and VASS Associate Partner Mark III Employee Benefits
- 1:00 pm – 5:00 pm** **Wellness Activity – Spa Treatments – *Hotel Roanoke Spa***

Sponsored by VASS Associate Partner FEV Tutor
- 2:30 pm – 3:30 pm** **Wellness Activity – Yoga Class – *Hotel Roanoke***

Sponsored by VASS Associate Partner VMDO Architects
- 5:00 – 6:00 pm** **VASS Board of Directors Meeting – *Pocahontas Room***
- 6:00 – 7:00 pm** **Moseley Reception – *Roanoke Ballroom Foyer***

Sponsored by VASS Partner Moseley Architects
- 7:00 – 9:00 pm** **VASS Board of Directors Dinner – *Hotel Roanoke Regency Private Dining Room***

Sponsored by VASS Senior Partner Curriculum Associates and VASS Senior Associate Partner Pierce Insurance Agency
- 7:00 – 9:00 pm** **New Superintendents Dinner – *Hotel Roanoke Regency Private Dining Room***

Sponsored by VASS Senior Partner American Fidelity
- 7:00 – 9:00 pm** **Women Superintendents Dinner – *Hotel Roanoke Regency Private Dining Room***

Sponsored by VASS Senior Partner K12 Insight and VASS Partner Pierce Group Benefits
- 9:00 – 11:00 pm** **Hospitality Suite – *Room 274***

Sponsored by VASS Senior Partner Saga Education

MONDAY, MAY 2

7:00 – 8:00 am

Breakfast – Roanoke Ballroom A-D

Sponsored by VASS Sponsors Ballou Justice Upton Architects, Champions, and EF Education First

8:00 – 9:30 am

Opening Session – Roanoke Ballroom A-D

Opening Remarks, Presiding, and Introduction:

Zebedee Talley, Jr., VASS President and Division Superintendent, Martinsville City

Keynote Presentation – “Engage Every Family: Five Simple Principles for District Leaders”

Steve Constantino, Principal of the Constantino Group

Sponsored by VASS Partners AM LLC, Horace Mann, Moseley Architects, Pierce Group Benefits, Telos, and Winsor Learning

9:30 – 9:50 am

Break

VaSCL Annual Meeting

9:50 – 10:40 am

Break-out Sessions:

“The Five Simple Principles to Engage Every Family Explored” – Roanoke Ballroom A-D

This session is a follow up to Dr. Constantino’s keynote and will explore in more depth information about the benefits of family engagement, ideas for reaching the disengaged, changing school culture to include engaging every family, and a potential process for district leaders to incorporate into their school division planning.

Steve Constantino, Principal of the Constantino Group

Sponsored by VASS Associate Partners Econergy, Lexia Learning, Renaissance, and R-Zero, and VASS Sponsor Pearson

“Meditation” – Buck Mountain Room

Meditation is very trendy these days... and for good reason. The advantages of a consistent meditation practice are vast and can help counteract the effects of physical, mental, and emotional challenges. Join Jeanmarie to discover what meditation is, the benefits of a consistent practice on body and mind, and practical considerations for how to start a practice of your own.

Jeanmarie Paolillo certified professional coach, former senior yoga teacher trainer, and author of *Vibe-a-Thon, Creating Your Life from the Inside Out*

Sponsored by VASS Associate Partner Air Mechanical and VASS Sponsor No Kid Hungry

9:50 – 10:40 am

Break-out Sessions (continued):

“Critical Conversations: How Superintendents Can Build Trust Through Listening” – *Roanoke Ballroom F*

School districts today are faced with many questions on education issues from their stakeholders — from equity to curriculum to academic standards. During this presentation, you’ll hear how one Virginia school division has effectively engaged their stakeholders in critical conversations through listening and building trust.

Sarah Calveric, Break-out Facilitator, and Division Superintendent, Caroline County

Jared Cotton, Division Superintendent, Chesapeake City Schools

Chris Vail, Director of Communications, Chesapeake City Schools

Sponsored by VASS Senior Partner K-12 Insight

“Communication for Resilient Leadership” – *Roanoke Ballroom G*

School divisions and their communities are ready to move beyond the challenges of the pandemic and divisive politics to keep the focus on their “why”—our students. Joe and Lori will share communication principles and strategies for division leaders to inspire growth and build capacity.

Joe Donovan, Founding Partner, The Donovan Group

Lori Mueller, Partner, The Donovan Group

Sponsored by VASS Associate Partners NWEA and Paymerang, and VASS Sponsors Intrado SchoolMessenger and MIDAS Education

“Virginia Superintendents Leadership Academy 2021-22 Capstone Projects: Problems of Practice”—*Roanoke Ballroom H*

Members of the 2021-22 Virginia Superintendents Leadership Academy Cohort II will discuss their accomplishments in the program, present their capstone projects, and explain how their projects will be implemented in their respective divisions. VSLA Cohort II Members: **Carol Carter, Marceline Catlett, Joyce “Bernice” Cobbs, Bernard Davis, Kelvin Edwards, Tameshia Grimes, Dalphine Joppy, Gwendolyn Shannon, and Holly Wargo.**

Marcus Newsome, Moderator, and Director, Virginia Superintendents Leadership Academy

Sponsored by VASS Associate Partners Education Elements and Participate Learning.

10:40 – 11:00 am

Break

11:00 – 12:15 pm

General Session

Presiding, and Introduction:

Zebedee Talley, Jr., VASS President and Division Superintendent, Martinsville City

Remarks and Introduction:

Jillian Balow, State Superintendent of Public Instruction, Commonwealth of Virginia (invited)

Presentation and Discussions – “Leadership Circles that will Support all of Virginia’s Superintendents”

Jeff Rose, Vice President of Leadership Development, Cognia

Sponsored by VASS Senior Associate Partners Cambridge International, Carrier Enterprise, Catapult Learning-SESI, Edmentum, Imagine Learning, and Pierce Insurance Agency, and VASS Sponsor Cognia

12:15 – 2:00 pm

Aspiring Superintendents Program Luncheon – *Appalachian Room*

12:15 – 2:00 pm

Annual Awards Luncheon and Speaker – *Crystal Ballroom*

Awards Ceremony

Sponsored by VASS Senior Partners Aptegy and Saga Education, and VASS Associate Partners Equal Opportunity Schools, FEV Tutor, One Screen Solutions, and S.B. Ballard Construction, and VASS Sponsor Virginia Lottery

Presiding and Introduction:

Zebedee Talley, Jr., VASS President and Division Superintendent, Martinsville City

Welcoming Remarks:

Teddy D. Martin, II, VSBA President

Recognition of 2021-22 VSLA Graduates

Jillian Balow, State Superintendent of Public Instruction, Commonwealth of Virginia (invited)

Recognition of VASS Legislative and Professional Learning Committee Members

Presentation of Regional Superintendents of the Year Awards and RRMM Scholarship Awards

Presentation of Virginia Superintendent of the Year Award

Recognition of Retiring Superintendents

Recognition of Incoming and Outgoing VASS Executive Directors

- 12:15 – 2:00 pm** **Annual Awards Luncheon and Speaker (continued)** – *Crystal Ballroom*
- Luncheon Presentation** – “Do it Well. Make it Fun”
- Ron Culberson**, Humorist
- Sponsored by VASS Associate Partners Better Lesson, Kelly Education, Kloud-12, Newsela, Power School Group, and Sun Tribe Solar
- 2:30 – 5:00 pm** **Wellness Activity – Spa Treatments** - *Hotel Roanoke Spa*
- 2:30 – 3:30 pm** **Wellness Activity – Yoga Class** - *Hotel Roanoke*
- Sponsored by VASS Associate Partner Better Lesson
- 4:00 – 5:00 pm** **Wellness Activity – Yoga Class** - *Hotel Roanoke*
- Sponsored by VASS Sponsor ABM Building Services
- 2:30 – 4:00 pm** **Wellness Activity – Clay Pottery Making Class** - *Hotel Roanoke*
- Sponsored by VASS Associate Partner Econergy
- 2:30 – 4:00 pm** **Wellness Activity – Introduction to Painting with Acrylics** - *Hotel Roanoke*
- Sponsored by VASS Associate Partner Kloud-12
- 2:45 – 4:15 pm** **Wellness Activity – Axe Throwing** – *Depart from Lobby of Hotel Roanoke*
- Sponsored by VASS Associate Partner Newsela
- 2:45 – 4:15 pm** **Wellness Activity – Shooting Gallery** – *Depart from Lobby of Hotel Roanoke*
- Sponsored by VASS Associate Partner Newsela
- 3:00 – 5:00 pm** **Wellness Activity – Roanoke History & Culture Walking Tour** – *Depart from Lobby of Hotel Roanoke*
- Sponsored by VASS Associate Partner R-Zero
- 3:00 – 5:30 pm** **Wellness Activity – Adult Beverage Walking Tour** – *Depart from Lobby of Hotel Roanoke*
- Sponsored by VASS Senior Associate Partner Imagine Learning
- 3:45 – 5:30 pm** **Wellness Activity – Adult Beverage Bus Tour** – *Depart from Lobby of Hotel Roanoke*
- Sponsored by VASS Senior Associate Partner Cambridge International
- 4:00 – 5:30 pm** **Wellness Activity – Clay Pottery Making Class** - *Hotel Roanoke*
- 4:00 – 5:30 pm** **Wellness Activity – Introduction to Painting with Acrylics** - *Hotel Roanoke*

5:30 – 7:00 pm **Reception – Center in the Square Penthouse**

Sponsored by VASS Senior Partner Forecast5 | Frontline Education, and VASS Associate Partners Discovery Education and Participate Learning

TUESDAY, MAY 3

7:00 – 8:00 am **Breakfast – Roanoke Ballroom A-D**

Sponsored by M. B. Kahn Construction and VACORP

7:45 – 8:00 am **VASS Annual Business Meeting – Roanoke Ballroom A-D**

8:00 – 10:00 am **Breakfast for Guests of Superintendents – Virginia Room**

8:00 – 9:30 am **General Session – Roanoke Ballroom A-D**

Opening Remarks, Presiding, and Introduction:

Michael B. Gill, VASS President-elect and Division Superintendent, Hanover County

8:05 – 8:20 am **Presentation – “VALIN 4.0 and Its Connections to the VASS Superintendent Success Initiative”**

Gena Keller, Co-Chair, VaLIN, and Executive Director, Commonwealth Learning Partnership (CLP)

Pam Moran, Co-Chair VaLIN, and Executive Director, Virginia School Consortium for Learning (VaSCL)

Amos Fodchuck, President and CEO, Advanced Learning Partnership

8:20 – 9:30 am **Presentation – “A Comprehensive Coaching Model to Help You Boost Instructional Innovation Across the Curriculum”**

Jorge Valenzuela, Education Coach, Author, and Advocate

Sponsored by VASS Senior Partners American Fidelity and Curriculum Associates, and VASS Senior Associate Partners Navigate 360, RRMM Architects, ST Math-Mind Research, and Stantec

9:30 – 9:50 am **Break**

9:50 – 10:40 am **Break-out Sessions:**

“VaLIN 4.0 – Virginia Leads Innovation Network – Pivoting to Meet the Needs of Virginia’s Educators” – *Roanoke Ballroom A-D*

Join us as we dive into the 3-year impact of VaLIN and explore the next opportunity to build leadership capacity for the movers and shakers across Virginia.

Gena Keller, Co-Chair, VaLIN, and Executive Director, Commonwealth Learning Partnership (CLP)

9:50 – 10:40 am

Break-out Sessions (continued):

Pam Moran, Co-Chair VaLIN, and Executive Director, Virginia School Consortium for Learning (VaSCL)

Shameka Gerald, Vice President of Learning, Yellow

Melody Hackney, Superintendent, Hopewell City Schools

Amy Griffin, Project Coordinator, VDOE

Amos Fodchuck, President and CEO, Advanced Learning Partnership

Sponsored by VASS Associate Partners Crabtree, Rohrbaugh and Associates, Veritiv, and VMDO Architects

“Instructional Innovation Differentiation” – Mill Mountain Room

This in-depth discussion will focus on heavy lifts in instructional innovation. Based on the needs of the superintendents who participate, this break-out session can focus on one crucial topic, such as the coaching model, or offer differentiation to accommodate diverse inquiries from participants.

Jorge Valenzuela, Education Coach, Author, and Advocate

Sponsored by VASS Associate Partner DLR Group and VASS Sponsor SyCom Technologies

“Understanding Compassion Fatigue in School Communities: Leading from the Inside Out” (Virtual Session) – Buck Mountain Room

With the increase in anxiety, stress, and political issues in education, it can be challenging to provide ongoing leadership, support, and connection within our school communities. This interactive session offers an opportunity to identify and cope with compassion fatigue, burn out, and moral injury. Join psychologist Tara Cousineau, PhD, who will share some of the basics about facing this challenge, as well as the realities of tending to one’s own compassion fatigue.

Tara Cousineau, Staff Psychologist, Harvard University Counseling Center and author, *The Kindness Cure: How the Science of Compassion Can Heal Your Heart and Your World*.

Sponsored by VASS Associate Partner Rethink Ed

“Leaders as Role Models – Stepping Beyond the Limitations of Management: How to Win the Hearts and Minds of Staff and Stakeholders” – Roanoke Ballroom F

This discussion de-emphasizes what we individually know, and instead asks us who we are. Traditional employee engagement programs often buy the loyalty of employees’ bodies (workers show up) but do not win their hearts and minds. Learn direct interventions that change the way employees FEEL about their work and their workmates. Leverage positive psychology to bring creativity, productivity, and joy into your workplace!

Rebecca Walters, Break-out Facilitator, and Division Superintendent, Lexington City

Paul Krismer, Executive Leader and Positive Psychology Expert

Sponsored by VASS Associate Partners Discovery Education and Frontline Education

“Supts on the Shelf” – Roanoke Ballroom G

VASS members will share their experiences writing and publishing their books by discussing both the challenges and rewards they have encountered in the process.

Marcus Newsome, Panel Moderator, and Director, Virginia Superintendents Leadership Academy

John Gordon, Division Superintendent, Suffolk City

Jeff Smith, Division Superintendent, Hampton City

Bill Sroufe, Division Superintendent, Colonial Heights City

Sponsored by VASS Associate Partners Houghton Mifflin Harcourt and Mark III Employee Benefits, and VASS Sponsor ESG

“Negotiating Your Contract” – Roanoke Ballroom H

The Board has a lawyer advising them on your contract. You should too. Learn about common contract issues and tips for negotiating yours.

Micah Schwartz, VASS Legal Consultant, McGuire Woods

Sponsored by VASS Associate Partner Audio Enhancement and VASS Sponsor Veracity Verification Solutions

10:40 – 11:00 am

Break

11:00 – Noon

Closing Session – *Roanoke Ballroom A-D*

Closing Remarks, Presiding, and Introductions:

Kristy Somerville-Midgette, VASS Secretary/Treasurer and Division Superintendent, Brunswick County

Presentation – “Resiliency in the Midst of Uncertainty: Deploying Proven Powerful Tools to Achieve Success”

Paul Krismer, Executive Leader and Positive Psychology Expert

Sponsored by VASS Senior Partner Forecast5 Analytics, and VASS Associate Partners Achieve3000, College Board, Littera Education, Teach Upbeat, and VRSA

Noon

Adjourn