



Women Education Leaders in Virginia

Winter 2015



February, 2015 Vol. 5, Issue 1

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In affiliation with



and



WELV's 16th Annual Conference

"A Call to Be Bold: Women Leading Change"

March 19 - 20, 2015 – Charlottesville, VA



Sweet or Not Sweet . . . That is the Question

A Message from:
Elaine Fogliani
Executive Director, WELV

When one thinks of the 16th birthday or anniversary of a person or event, the words "Sweet 16" comes to mind. However, when you are talking about Virginia's premier conference for women education leaders, the word "sweet" in its traditional use of the term doesn't seem to apply. Then you look at the theme of the 16th Annual WELV Conference and the word "sweet" doesn't seem to be a descriptor for the event.

However, before we cast out the word "sweet", let me suggest another use of the word that I think definitely applies to the conference and to its theme - "Sweet Spot". Let's start with the definition of the term:

"The sweet spot is a place where a combination of factors results in a maximum response for a given amount of effort. In tennis, squash, racquetball, baseball, or cricket, a given swing will result in a more powerful hit if the ball strikes the racket or bat on the latter's sweet spot."

"The sweet spot is the location at which the object being struck, usually a ball, absorbs the maximum amount of the available forward momentum and rebounds away from the racket, bat, club, etc. with a greater velocity than if struck at any other point on the racket, bat or club."

So, armored with these definitions, I am emboldened to suggest that those attending the 16th Annual Conference of WELV will experience the "maximum response" from a conference and will leave the conference with a "more powerful hit" to obtain "the maximum amount" of velocity to serve as an educational leader. Thus, the "Sweet Spot" for women education leaders will be March 19-20 in Charlottesville. However, only 150 participants will experience the "Sweet Spot" phenomenon, so register today at www.welv.org

If you are still not convinced of my "Sweet Spot" thinking, just see what participants had to say about last year's conference:

"This was my first conference and everyone was so welcoming!"
"Truly one reason I attend is the amazing sense of community."
"The many opportunities for networking were especially helpful."
"Really loved all of the presentations . . . Looking forward to next year!"
"The inspiration and enthusiasm were uplifting and contagious!"
"I am leaving with much to consider."

A MESSAGE FROM OUR PRESIDENT

WELV – Women Education Leaders in Virginia. What does this mean for you?

WELV offers women an opportunity to network, learn from each other, share their experiences, and ultimately, to grow. By attending the annual conference each spring or by joining us as an Ambassador, you can become part of one of the most energized groups of education leaders across the Commonwealth.

As we plan for our annual conference in March, please seriously consider joining us. Spending time with passionate educators who want to be a part of transforming public education for our children is one of the best things you can do for yourself! There's nothing like connecting with people from across our Commonwealth, sharing ideas, and celebrating the successes that you help lead every day! I hope to see you there!



Gena Keller
WELV President

WELV 16th Annual Conference Thursday, March 19 & Friday, March 20, 2015 Charlottesville, VA

Registration and Payment Information

The conference registration fee covers parking, buffet breakfast and luncheon, evening reception on Thursday, and all conference resource materials.

You must be a member of WELV to participate in the WELV 2015 Annual Conference.

Your registration fee for the conference includes a year's membership in WELV, a savings of \$40 (standard membership) or \$25 (retired member or full-time graduate student). Your membership in WELV will be good until March 31, 2016.

After completing your registration ONLINE on the WELV website, you will be invoiced.

The Registration Fee is non-refundable. If you are unable to attend the conference, please send someone in your place and notify Liza Scallet (lizascallet@welv.org).

REGISTRATION FEES

| | | |
|--------------------------|-------|-------------------------------|
| Thursday (March 19) ONLY | \$175 | \$200 after February 15, 2015 |
| Friday (March 20) ONLY | \$125 | \$150 after February 15, 2015 |
| BOTH DAYS | \$250 | \$300 after February 15, 2015 |

REGISTER NOW! Seating Is Limited To 150 Participants

REGISTER ONLINE @ www.welv.org

REGISTER BY FEBRUARY 15 and you will receive DISCOUNT!

Hotel Information

THE HOLIDAY INN
1901 Emmet Street
Charlottesville, VA 22901
(888) 737 - 3995

Ask for Group Rate: WEL

Room Rate: \$115

**RESERVATION
DEADLINE:**

February 15, 2014



WELV 16th Annual Conference Program

Thursday, March 19, 2015

| | |
|-------------------|--|
| 7:30 - 8:45 a.m. | Registration and Continental Breakfast |
| 8:45 - 9:00 a.m. | Welcome |
| 9:00 - 11:45 a.m. | Institute: "Change is Constant, Complex, and Unpredictable" Pam Robbins, Author, International Presenter |
| 12:00 - 1:00 p.m. | Buffet Luncheon and Panel Discussion: "Putting the Bold in Leadership" |
| 1:15 - 2:15 p.m. | Concurrent Break-Out Sessions |
| 2:30 - 4:15 p.m. | Presentation: "Effectively Leading Change" Paula Lichiello, Ed.D. Associate Dean, School of Graduate Studies, Lynchburg College |
| 4:15 - 5:15 p.m. | Networking Reception |

Friday, March 20, 2015

| | |
|--------------------|--|
| 7:30 - 8:15 a.m. | Networking Breakfast and Business Meeting |
| 8:15 - 9:15 a.m. | Presentation: "Where Am I, Where Do I Want to Be, How Do I Network To Get There?" Kara Vanderpool Ward, Founder and CEO of Triple V Enterprises |
| 9:30 - 11:00 a.m. | Presentation: "K-12 Education Policy in Washington" Noelle Ellerson, Assistant Director of Advocacy and Policy, American Association of School Administrators (AASA) |
| 11:15 - 12:15 p.m. | Concurrent Break-Out Sessions |
| 12:15 - 1:15 p.m. | Buffet Luncheon |
| 1:15 - 1:30 p.m. | Closing Remarks, Evaluations, and Door Prizes |
| 1:30 p.m. | Adjournment |

Pam Robbins, Author
Institute Presenter for the 2015 WELV Conference
and
Abraham Lincoln



On February 12, we celebrate the birthday of Abraham Lincoln, the 16th President of the United States. On March 19, we will celebrate the 16th birthday of the Women Education Leaders in Virginia (WELV). So you ask, “Is the number 16 the only connection Abraham Lincoln has with WELV?” The answer is a resounding “No”. Pam Robbins, the WELV Conference Institute presenter, is one of the authors of *LEARNING from LINCOLN, Leadership Practices for School Success*.

The Institute will address the question, “What can 21st Century educators learn from the example of a 19th Century president?” Pam will show how the legacy of Lincoln can guide today’s education leaders—principals, teachers, superintendents, and others—as they face the bold challenges in education today. Pam will guide conference attendees through exercises that provide a structure for creating their own path to becoming bold leaders.

**Reserve your place at this “not-to-be-missed”
professional development opportunity by
registering TODAY for the WELV Conference at
www.welv.org
(Register by February 15 for Discount)**

**“Where Am I, Where Do I Want to Be,
How Do I Network to Get There?”
WELV Annual Conference Presentation By
Kara Vanderpool Ward**



“Empowering Women With and For Each Other and Removing Institutional Barriers and Blind Spots”

This quotation from Rayona Sharpnack, Founder & CEO, Institute for Women's Leadership, describes the mission of WELV.

At the 16th Annual Conference, March 19 and 20, Kara Vanderpool Ward will lead a session on the importance of networking and how to create a personal brand that will enable you to be more effective in your current leadership role and lead you to where you want to be in your career. She will demonstrate how to use digital strategies to propel your brand and promote your career.

Kara Vanderpool Ward is the founder and CEO of Triple V Enterprises, a full service marketing and technology and patent development firm. She serves on the Board of Directors for the Leadership Colloquium and holds an appointment to the College of Business Advisory Board at the University of Mary Washington. In addition, she is adjunct faculty at Germanna Community College, where she developed the curriculum and teaches the “Get Social” Series. She is the United States Award Recipient for the Hot Mommas Project at the George Washington University School of Business and Entrepreneurship, the 2013 recipient of the Patricia Lacey Metzger Award, and a 2011 recipient of the Top Ten of Next Gen.

WELV AWARDS

WELV is pleased to open nominations for awards which acknowledge the wonderful work and distinctive achievements of women educators in Virginia. We encourage you to read the brief descriptions below then view specific award details for submitting nominations at welv.org. The Nomination Deadline for all 2015 Awards is February 25.

The Outstanding Service to Education Award

A role model and mentor to emerging female leaders who has made a particularly significant and unusual contribution to education in Virginia.

The Breaking the Glass Ceiling Award

A woman who, by her accomplishments and her appointments, has provided new pathways for other women to follow by being the first woman selected or appointed to a significant position of leadership not previously held by a woman in Virginia.

The Rising Star Female Leader

An educator who demonstrates the traits of an outstanding leader and is viewed by her colleagues as an individual with great potential to contribute significantly to education in Virginia.

The WELV Spirit Award

A leader who has had a significant role in supporting the mission of WELV and who has helped the participation of women in higher levels of educational administration.

The Nominations Committee of the WELV Board will review completed nomination packets for each of the awards and make recommendations to the full WELV Board based on stated criteria. The WELV Board will make all final decisions and will confer awards as appropriate. Awards are only given as qualified recipients are identified.

WELV REGIONAL AFFILIATES

REGION ONE UPDATE

Book Discussion: Please purchase *Women and Educational Leadership* by Margaret Grogan and Carol Shakeshaft

Ambassador's Initiative: A protocol hasn't been established, so Region 1 will postpone this endeavor until our Annual Conference. The decision will be made at the Conference. Please be in attendance!

3D (Dining, Discussion, De-briefing) will meet on February 28th for dinner at Maggiano's Little Italy in Short Pump. Please arrive by 6:45 PM. <http://www.yelp.com/biz/maggianos-little-italy-richmond>



If you would like to get involved or have any questions, contact:

Regina F. Turner, MBA

P.O. Box 253, 23860

WELV Region 1 Representative

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804.420.2336

REGION FOUR UPDATE

WELV is excited to announce the formation of a local chapter of WELV in Region IV.

Jennifer Cavanaugh, assistant principal at Broad Run High School, teamed up with Jill Broaddus, principal of Mountain View Elementary School, and Jennifer Ewing, principal of Horizon Elementary School, to start this new local chapter.

WALL (Women Administrators Leading Loudoun) had its first meeting in November, 2014. An invitation was sent to every female leader in Loudoun County Public Schools for the first event at a local winery in Purcellville, Virginia. Approximately 30 women attended this first WALL event.

Participants were introduced to WELV and asked to complete a brief survey in order to gauge their interest and find out what types of events they would like to attend in the future. With a number of participants indicating interest in taking on leadership positions in WALL, attending future networking events, and participating in book studies, the founders of WALL are busily planning for the next meeting, which will be held in late February.

We look forward to great things as WALL continues to grow and develop in Region IV.

All educators from Region IV are invited to participate in WALL meetings and activities. If you are interested in more information on how you can get involved with WALL, please contact Jennifer Cavanaugh: Jennifer.cavanaugh@loudon.k12.va.us

MEET WELV PRESIDENT-ELECT BETH BAPTIST

Beth J. Baptist is WELV's President-Elect. Beth currently serves as the Director of Student Services and Achievement with the Charlottesville City Schools. Hailing from South Carolina, Beth has served K-12 Education in Virginia for more than 30 years. She began her career teaching in South Carolina and then Georgia. She also served as Assistant Director for Exceptional Children in North Carolina and GED Instructor/Assistant Principal at the Youthful Offender Center in Virginia. She was a principal in Roanoke City and the Assistant Superintendent in Martinsville City. She has also served as an adjunct instructor for UVA since 1990. Beth earned her doctoral degree from the University of Virginia and is one of the Cavalier Wahoos' most ardent fans. She enjoys attending football, basketball and baseball games and can be seen on game days in her orange and blue. While she has enjoyed her career in education, her greatest accomplishment is raising her sons Daniel and William. Beth has been involved with WELV for 10 years.



When asked the following question, "Why WELV?" Beth responds as follows:

"I became interested in WELV because of some of the women who were already members and my respect for their leadership. I think WELV's mission is very important and support from other women is very important.

When asked what she would like to see WELV accomplish under her two-year leadership, Beth says, "Continue to encourage women to seek leadership positions at all levels and to help women be proud of their accomplishments. I also want to see continued and/or increased emphasis on women providing leadership in both K-12 and higher education."

LYNCHBURG FORUM REPORT

The 6th Lynchburg Regional WELV Forum was held on October 18th at Randolph College. Over two dozen educators attended the half-day event which featured Delegate Jennifer McClellan as the keynote speaker. Delegate McClellan discussed the importance of education as well as educators' civic duty to communicate with their legislators on a regular basis.

Participants also heard from a panel which included a college student, two teachers, and a high school principal who shared their personal experiences in urban classrooms. Panelists included Travis Brown, Kelsey Cline, Rachel Reid, and Dr. Tracy Richardson.

Following this, attendees chose between two break-out sessions. Evianna Ross, Executive Director and founder of the nonprofit The Sparrow's Nest, Inc., discussed at-risk and at-promise students, while Dr. Allison Jordan, assistant principal at William Campbell Combined High School, discussed her dissertation, "*Beneath the Glass Ceiling: What Causes Some Qualified Female Educators to Remain in the Classroom While Others Obtain Leadership Roles?*"

Sponsored by a partnership through Lynchburg College, Randolph College, and WELV, the event was funded by a Community Events Grant at Randolph College.

WELV TAX-DEDUCTIBLE LEVELS OF GIVING

A great way to support WELV and demonstrate your commitment to the development of women education leaders in Virginia is to make a tax-deductible contribution. Contribute as a **Friend of WELV** (up to \$50), a **Collaborator with WELV** (\$51 - \$100) or a **Leader for WELV** (\$101 and up). Contact [Elaine Fogliani](#) for more information.