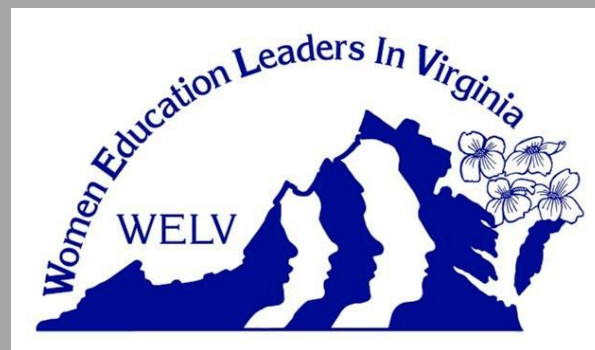


WOMEN EDUCATION LEADERS IN VIRGINIA

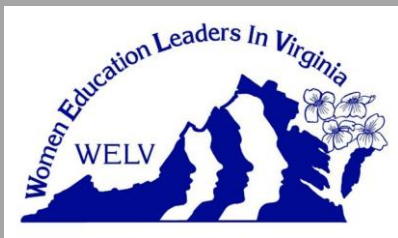
“A CALL TO BE BOLD: WOMEN LEADING CHANGE”

16TH ANNUAL WELV CONFERENCE
March 19 - 20, 2015
Charlottesville, VA



In affiliation with





**WELV 16TH ANNUAL CONFERENCE
A CALL TO BE BOLD:
WOMEN LEADING CHANGE
MARCH 19 - 20, 2015**

CONFERENCE SCHEDULE

Thursday, March 19

7:30 – 8:30 a.m. Registration and Breakfast Buffet - *Foyer and Ballroom*

7:30 – 4:30 p.m. Bookstore - *Foyer*

8:30 – 8:45 a.m. Welcome and Opening Remarks - *Ballroom*

Presiding: Gena Keller - WELV President; Superintendent, Fluvanna County

Greetings

Catherine Brighton - Associate Dean of Academic Programs and Student Affairs, Curry School of Education, UVA

Dixcy Kilduff - American Fidelity, WELV's First Business Partner

8:45 – 11:45 a.m. Conference Institute: Keynote Presentation – *Ballroom*

Sponsored by *American Fidelity*

Presiding: Gena Keller - WELV President; Superintendent, Fluvanna County

“Women Leading Change for Positive and Enduring Results”

Pam Robbins - Author and International Presenter

Change is constant, complex, and unpredictable. It is inherent in life, the schoolhouse, in business, in politics, and in nature. Change represents, in many cases, loss, loss of the familiar—familiar people, familiar ways of doing things, familiar traditions. To lead change, we need both technical and emotional skills. Women leading change find the work multifaceted and challenging. This session, inspired by the book that Ms. Robbins wrote with Harvey Alvy, *Learning from Lincoln: Leadership Practices for School Success*, will explore the leadership practices that Abraham Lincoln used to facilitate change and the implications for 21st Century leaders. Session participants will acquire critical understandings about the change process, basic principles regarding facilitating both individual and organizational change, findings about why change fails, strategies for working productively with resistance, and the vital ingredients for building a culture that supports change. The focus of the session is to offer practical approaches that can be applied immediately in a variety of contexts.

11:45 – Noon Break

Noon – 12:45 p.m. Luncheon Buffet - *Ballroom*

Sponsored by *RRMM Architects*

Presiding: Gena Keller - WELV President; Superintendent, Fluvanna County Schools

Greetings

Steve Staples - Virginia State Superintendent

Ben Kiser - Executive Director, Virginia Association of School Superintendents

12:45 – 1:45 p.m. Panel Discussion – *Ballroom*

Presiding: Beth Baptist - WELV President-Elect; Director of Student Services and Achievement, Charlottesville City Schools

“Putting the Bold in Leadership”

Moderator

Margaret Blackmon - WELV Executive Director Emerita; Retired Superintendent, Prince Edward County

Panelists

Rosa Atkins - WELV Past President; Superintendent, Charlottesville City Schools; VASS President-Elect

Pam Moran - WELV Past President; Superintendent, Albemarle County Schools

Deborah Petitt - Superintendent, Louisa County Schools

Brenda Tanner - Superintendent, Orange County Schools

2:00 – 3:00 p.m. Concurrent Break-Out Sessions – *Break-Out Conference Rooms*

Information on Break-Out Sessions

Consult the separate information sheet in your WELV 16th Annual Conference Folder for the topics, presenters, and locations of these break-out sessions.

3:00 – 3:15 p.m. Break

3:15- 4:30 p.m. Keynote Presentation - *Ballroom*

Sponsored by *ETA hand2mind*

Presiding: Merle Herndon – WELV Region VIII Representative; Superintendent, Halifax County Schools

“Effectively Leading Change”

Paula Lichiello - Associate Dean of Graduate Studies, Lynchburg College

This interactive session will address the essential components of the change process in any type of organization. The steps for creating change and strategies for “buy-in” will be highlighted along with assessing participants’ change readiness and identifying characteristics of change, building consensus, and the importance of effective communication. Participants will complete a self-inventory and designate their most likely responses under pressure. Once completed, the results indicate the participant’s strongest communication style as well as their fallback or adaptive style from four major communication styles which include Doer, Thinker, Influencer, or Connector. By recognizing our own dominant communication style, we can focus on our strengths and learn to overcome our weaknesses. We can also be more cognizant and tolerant of styles which differ from our own and appreciate what each person brings to the table. This activity is also beneficial as you build a team or a group within your organization as it fosters diversity which can lead to thinking “outside of the box” and unexpected ways to achieve success.

4:45 - 5:45 p.m. Reception - *Foyer*

Sponsored by *Stantec Architects*

Presiding: Elaine Fogliani - WELV Executive Director

“Champagne, Canapes, and Cake”

WELV’s 16th Birthday Reception, Pam Robbins Book Signing,
and Awards Ceremony



Friday, March 20

7:30 – 8:15 a.m. Breakfast Buffet and Business Meeting - *Ballroom*

Sponsored by *Edgenuity*

Presiding: Gena Keller – WELV President; Superintendent, Fluvanna County

7:00 – 2:00 p.m. Bookstore – *Foyer*

8:15 – 9:15 a.m. Keynote Presentation – *Ballroom*

Sponsored by *Moseley Architects*

Presiding: Linda Reviea – WELV Region V Representative; Superintendent, Staunton City Schools

**“Where Am I, Where Do I Want to Be, and
How do I Network to Get There?”**

Kara Vanderpool Ward – CEO and founder of Triple V Enterprises

This session will start with an activity which will help participants say what it is they really do and define where they want to be in 5, 10, and 15 years. Participants will explore how LinkedIn, Facebook, Twitter, and other digital network can help them establish their personal brand and get them where they want to be.

9:15 - 9:30 a.m. Break

9:30 - 11:00 a.m. Keynote Presentation – *Ballroom*

Presiding: Kim Evans – WELV Secretary; Assistant Superintendent, Hopewell City Schools

**“Federal Education Policy Update:
New Year, New Congress, New Prospects?”**

Noelle Ellerson - Assistant Director of Advocacy and Policy,
American Association of School Administrators (AASA)

In this session, AASA's Noelle Ellerson will walk through the latest (and not so greatest) goings on of Congress and the federal government as it relates to education policy and what it means for schools. Topics will include, but are not limited to, ESEA, federal funding, rural education, education technology, E-Rate, portability, school nutrition, and more.

11:00 - 11:15 a.m. Break

11:15 - 12:15 p.m. Concurrent Break-Out Sessions – *Break-Out Conference Rooms*

Information on Break-Out Sessions

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12:15 - 1:15 p.m. Luncheon Buffet – *Ballroom*

Sponsored by *The George Washington University*

Presiding: Gena Keller - WELV President; Superintendent, Fluvanna County

Luncheon Brainstorming Session

"Keeping the Buzz Alive: What's Happening Now and What Happens Next?"

1:15 – 2:00 p.m. Closing Ceremony – *Ballroom*

Fond Farewells . . . Until Next Year

Final Remarks, Evaluations, Door prizes, and Adjournment



MARK YOUR CALENDARS
WELV 17th ANNUAL CONFERENCE
MARCH 17 – 18, 2016

WELV 2015 ANNUAL CONFERENCE SPEAKERS



Pam Robbins consults for school systems, state departments of education, universities, professional organizations, and corporate clients across the United States, Canada, Europe, South America, and Asia. Pam earned a doctorate from the University of California, Berkeley, where she focused on the development of professional learning communities. She has served as a special and regular education teacher; the Director of Staff Development, Special Projects and Research for the Napa County Office of Education; and the Director of Training for the North Bay California School Leadership Academy. Pam conducts workshops on leadership, school culture, professional learning communities, organizational change, brain research and its implications for high-quality teaching, mentoring, peer coaching and presentation skills. She has also presented at ASCD's Professional Development Institutes.



Dr. Paula C. Lichiello, the Associate Dean of Graduate Studies at Lynchburg College, is a former president of Women Education Leaders in Virginia and has been the Chair of the Membership Committee for the Conference of Southern Graduate Schools since 2012. Dr. Lichiello has led efforts to bring change to non-profit organizations and, through grants with the State Council of Higher Education, in school divisions. She currently teaches courses in Educational Leadership for Lynchburg College, both on-campus and in St. Lucia, and serves as the program director for the college's M.Ed. in Educational Studies. Dr. Lichiello received her Ed.D. in Leadership Studies and M.Ed. in Educational Leadership from Lynchburg College in addition to a BS in Journalism from West Virginia University. She has teaching experience in pre-school, K - 12, and higher education. She also led the effort to establish a suicide prevention advocacy group which served as a model to secure funding for suicide prevention in a fifteen-county area in Virginia.



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 at the University of Mary Washington and holds an appointment to the Business Advisory Board of the university's College of Business. One of her key initiatives at Mary Washington is *MyBrand, Inc.*, a program to help students leave school with a fully developed resume as well as networking, interviewing, and LinkedIn strategies. She is also a member of the adjunct faculty at Germanna Community College, where she developed the curriculum for, and teaches in, the "Get Social" Series. Ms. Ward 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.



Noelle Ellerson directs the legislative and advocacy efforts of AASA in Congress and the U.S. Department of Education. Ms. Ellerson also maintains AASA's advocacy network and social media. She regularly speaks on federal education policy to school leaders across the country. Ms. Ellerson graduated from Nazareth College of Rochester with a political science degree and completed her master's degree in public policy and education administration and policy at the Rockefeller College at the University of Albany (SUNY). Ms. Ellerson began her career as a high school special education teacher in Central New York, then worked in state-level advocacy for the College Board while earning her master's degree. In 2010, she completed the Institute for Educational Leadership Education Policy Fellowship Program, and was selected as a member of the Emerging Leaders Class of 2013-14, through PDK.

WELV 2015 ANNUAL CONFERENCE SPONSORS

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