



# Women Education Leaders in Virginia Winter Newsletter

February 2014 Vol. 4, Issue 1



## WELV Board of Directors:

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## President's Message

"Leadership is a personal quest you undertake, based on a mission that troubles your heart." *(Harriet Rubin - "Fast Company" Writer)*

I believe this and have found this to be true for me during my 30 plus years in public education. Looking back, I recognize that this "personal quest" may have actually become a distraction to the mission of "the group or the team" at times. However, I grew from the experiences I had along the way and was strengthened by other leaders who nurtured and nudged me to see how my quest could be a piece of the bigger vision at hand.

As we prepare for the WELV ANNUAL CONFERENCE IN MARCH, please take time to seriously consider joining us. The opportunity to network, to engage in dialogue, to reflect on the experiences you've had along the way, and to deepen your personal quest to lead is "second to none" in the professional development scene! We need you at the table with us and our children need you to be a life-long learner for them.

I look forward to seeing you there.

Gena Cook Keller

## DO YOU KNOW??

### WELV Membership?

### # of Female Superintendents in VA?

### Who is one of the founding mothers of WELV and still an active member?

*(Answers are hidden throughout the newsletter)*

Did you win the lottery? Inherit a fortune? Find a million dollars?  
Win big in Vegas? If your answer is no, do not worry.



With the newly established levels of giving to WELV, you can still feel that wonderful philanthropic thrill!

Please send your tax-deductible contributions to WELV. At all levels, your contribution says that you are committed to the encouragement and development of female leaders in education in Virginia!

Friend of WELV	Up to \$50
Collaborator with WELV	\$51 to \$100
Leader for WELV	\$101 and Up

WELV's very first Leader is Margaret Blackmon, executive director emeriti who gave \$5,000, Thank you, Margaret!

**The State of Virginia has 41 female superintendents!**

# Event Calendar

## **Board of Directors Meeting**

Wednesday, March 19, 2014

6 pm

Doubletree Hotel, Charlottesville

## **2014 Annual Conference**

March 20-21, 2014

Doubletree Hotel, Charlottesville, VA

Keynoters include Jan Rozelle and Gail Funke

Gena Cook Keller is currently the Superintendent of Fluvanna County Public Schools as well as being our WELV president. She has been an educator for more years than she may want to admit and yet she hasn't lost her enthusiasm and zest for helping young people learn. Gena started her career teaching severely handicapped students in Orange County. In addition to working in special education in Orange County she also was a home-school coordinator, school counselor, school administrator, public relations coordinator, executive director of instruction, and associate superintendent of instruction. As you can see, she has deep experience and Fluvanna County is now benefitting from it!



As a teenager she had the opportunity to work as an assistant in a classroom for special needs children and that is where she discovered that she could teach. She decided to move into administration in order to have a greater influence on how ALL children are treated, educated and nurtured.

WELV has benefitted from her membership since 2005 and she says that it has strengthened her “through the opportunities to network with smart, engaging, and passionate women educators.” As our president, she has been giving back to help other educators grow and has fostered new leaders. She says that as a WELV member she appreciates the focused support for women leaders. Gena notes that as the opportunities for women in leadership roles continue to increase, WELV’s relevance endures.

When asked what advice she would offer to up-and-coming leaders she said, “Focus on what you want to accomplish for others – not what ‘position’ you aspire to. For me, once I lead the way for others to grow, be strengthened and be empowered, then I have done something for myself as well.”

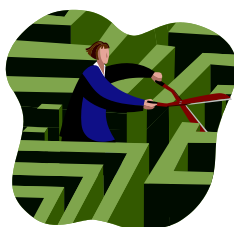
Gena is a very accomplished person and her proudest achievement is her children... followed by knowing that many, many young lives have been touched by the work that she has been blessed to do in her 30+ years in public education.

We are grateful to have Gena Cook Keller as our president and are almost as proud of her accomplishments as she is.

**WELV has 154 active members.**

**Join us on March 20-21<sup>st</sup> for our 15<sup>th</sup> Annual Conference**

***“Leading and Learning for Today and Tomorrow”***



Visit us online at [www.welv.org](http://www.welv.org)

As part of the fulfillment of WELV's mission to encourage and celebrate women's accomplishments and leadership, the Board, over time, has established four awards. At the discretion of the WELV Board, all or some are presented at the annual conference. Since WELV has grown in size and reach and more women in education have moved into roles of leadership, the Board will embark this coming year on a review of these awards, with the intention of establishing or revising awards to meet current needs and goals of the organization and to reflect the state of women's leadership roles in the Commonwealth.

The current awards are: (Please visit [www.welv.org](http://www.welv.org) for the names of previous recipients, award criteria and selection process.)

- **The Outstanding Service to Education Award**, established in 2012, is presented to a leader who has made a particularly significant and unusual contribution to education in Virginia and who has served as a role model and mentor to emerging female leaders.
- **The WELV Spirit Award**, established in 2009, is presented to a leader who has had a significant role in supporting the mission of WELV to promote women in all areas of education and to further the participation of women in higher levels of educational administration.



**Donna Plasket, Ph.D. Assistant Dean, School of Continuing and Professional Studies, University of Virginia, Founding “Mother” of WELV, 2012 Recipient**

- **The Rising Star Female Leader**, established in 2012, is presented to an educational leader 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.



**Staci England, Assistant Principal, Albemarle County, 2012 Recipient**

- **The Breaking the Glass Ceiling Award**, established at the start of WELV, is presented to a woman who by her accomplishments and her appointments to a position or positions heretofore not held by women has provided new pathways for other women to follow. She has demonstrated outstanding leadership that has contributed to the quality of education in Virginia. Most importantly, she has broken the glass ceiling in her field.



**Belle Wheelan, Ph.D., President of Southern Association of Colleges and Universities, 2006 Recipient**

**Nomination Procedures:** Award nominations are accepted from WELV members and should include the following:

(1) a letter of nomination, referring specifically to stated criteria and citing examples, (2) a resume, and (3) two additional letters of recommendation from individuals who know well and can speak to the accomplishments of the nominee (note: *not needed for Glass Ceiling due to the nature of the award*). These materials are to be submitted electronically to Nominating Committee Chair Beth Baptist ([Beth.Baptist@charlottesvilleschools.org](mailto:Beth.Baptist@charlottesvilleschools.org)) by March 5.



## Who is on the 2014 Annual WELV Conference “Bus”?



Jan Rozelle, EdD    Gail Funke, PhD    Pam Moran, EdD    Cindy Moss, PhD

### Reserve Your Seat Now!

Remember registrations are limited to the first 150. So do not delay...find registration information at [www.welv.org](http://www.welv.org)

**These remarkable women will be keynote speakers and session facilitators for the WELV 2014 Annual Conference, March 20-21 at the Doubletree in Charlottesville.**

**Jan Rozelle** is Executive Director of the School-University Research Network at the College of William & Mary. Her team will share information about a project where principals gather data in classroom observations using protocols based on John Hattie’s research and provide timely, specific feedback to teachers.

**Gail Funke** served as Senior Faculty/Dean at the Federal Executive Institute where she was deeply involved in program design, management, and coordination for many years. Gail will lead the group through information and activities that will allow participants to reflect on their leadership motivation and style.

**Pam Moran** is superintendent of schools in Albemarle County. Pam will present, “The Daring Leader: Fostering a Mindset of Intuition, Invention and Mindfulness.”

**Cindy Moss** is the Director of Global STEM for Discovery Education. Cindy will share the latest and greatest insight on STEM education using her compelling presentation style.