West Virginia School Board Association
Winter Conference ‘20 Program

February 21/22, 2020
Town Center Marriott Hotel
Agenda
West Virginia School Board Association Winter Conference ‘20
February 21/22
Charleston Town Center Marriott Hotel
(Charleston)
Ryan White (Kanawha), President, presiding

Pre-Conference
Friday, February 21, 2020

11:45 a.m. Light Luncheon
Foyers CD

Conference Sessions

First General Session
1:00 p.m. County Board of Education Accountability for Student:
The System for Effective Instruction and
Rigor/Relevance Framework

Presider:
Ryan White (Kanawha), WVSBA President

Introduction of Presenter:
Blaine Hess, Jackson County Superintendent of Schools

Presenter:
Willard R. “Bill” Daggett, Ed.D., founder and Chairman,
International Center for Leadership in Education
Dr. Daggett’s Framework is the cornerstones of many school improvement efforts throughout the United States.

According to Dr. Daggett’s website, “Thousands of school districts have sought Daggett’s guidance for planning and implementing systemic change.”

In today’s presentation, Dr. Daggett will focus on county boards of education accountability for student achievement – the central focus of 2019 public education reform legislation in West Virginia.

The International Center for Leadership in Education’s website is information – http://www.leadered.com/about-us/

Note: This session presentation includes breaks and interactive participant activities

2:45 p.m. Break
Foyers CD

3:00 p.m. First General Session Continues

4:15 p.m. Session adjourns

Second General Session

7:00 p.m. State Forecasts: Population, Economic and Demographic Trends and Probable Effects on Public Schools

Presider / Introduction of Presenter:

Christine “Chris” Carder (Ohio), WVSBA Vice President
Presenter:

John Deskins, Ph.D., Assistant Dean for Outreach and Engagement, and Director of the Bureau of Business & Economic Research at West Virginia University.

In this conference segment, Dr. Deskins will discuss various demographic trends having an impact on public schools, especially in the next few years.

Current data will be used to forecast future county and regional population trends, including aging, as well as economic considerations, and potential effects on schooling in West Virginia.

8:30 p.m. Adjournment

Saturday, February 22, 2020

7:00 a.m. Buffet Breakfast
Foyers CD

8:00 a.m. Annual Business Meeting
Kanawha Blue Ridge

Third General Session
9:00 a.m. Organizational Culture and Climate: How They Matter
Grand Ballroom

Presider / Introduction of Presenter:

Patrick H. “Pat” Murphy (Berkeley), WVSBA President Elect

Presenter:

Steve Gruenert, Ph.D., Professor Indiana State University
This conference presentation will familiarize conference participants with the concepts of organizational culture and climate, helping county board members and county superintendents determine the type educational culture counties “may have” relative to the educational culture a county school system “may need.”

Dr. Gruenert will introduce this topic in such a way county board members will see schools as complex organizations influenced by community values which ultimately affect school culture and implementation of state-level school reforms.

Professor Gruenert has studied organizational culture and climate for more than 20 years and continues to learn and collaborate with other researchers as these concepts evolve.

He is coauthor of School Culture Rewired: How to Define, Assess, and Transform It (ASCD) and Minds Unleashed: How Principals Can Lead the Right-Brained Way (Rowman & Littlefield Publishers).

11:15 a.m. Adjournment

Conference Particulars

♦ **Microphones.** Please use floor microphones when asking questions of respondents/panelists or making comments. Presiding officers reserve the right not to recognize persons who do not use microphones when asking questions or presenters and/or commenting on presentations.

♦ **Credit “Hours” Forms.** Please complete, returning the form to the Registration Desk.

♦ **General Conference Questions.** Inquire at the Conference Registration Desk or see members of the association staff or executive officers.

♦ **Menus. **Friday Lunch:** Cured Ham Sandwich, Sliced Roasted Turkey Breast Sandwich, Roast Beef Sandwich, Waldorf Salad of Apples, Walnuts, Celery and Grapes, Potato Salad,
Homemade Chips, Assorted Freshly Baked Cookies and Brownies, Blondie Bars, Freshly Brewed Coffee, Assorted Teas, Soft Drinks and Bottled Water. **Friday Break:** Freshly Popped Popcorn, Soft Pretzels & Mustard, Freshly Brewed Coffee, Assorted Teas, Soft Drinks and Bottled Water. **Saturday Breakfast:** Scrambled Eggs, Hickory Smoked Bacon, Pork Sausage Links, Potato Hash, Freshly Baked Muffins, Sliced Breakfast Breads, Sliced Seasonal Fruit, Orange Juice, Freshly Brewed Starbucks Coffee, Decaffeinated Coffee and Assorted Teas.

**W. Va. School Board Association Winter Conference ‘20 Roster of Presenters**

*(In Order of Program Appearance)*

The following persons are presenting, presiding or facilitating in various capacities during WVSBA Winter Conference ‘20. All biographical information was provided by each individual listed. Some edits were made for style and other considerations.

**Roster of Presenters**

**Ryan White** was elected to the board of education for a four year term beginning July 1, 2014. He is currently the President of the board. Ryan is also the current president of the West Virginia School Board Association. He and his wife Kate have two boys, Jackson and Cameron. He runs a law firm with his father, Steve White and Mark Matkovich, known as White Law Offices, PLLC which is a boutique transactional firm that focuses on public finance law and government relations. Ryan’s prior public service include serving as a law clerk to the Honorable Judge Joseph Robert Goodwin in 2005-2006, counsel to the West Virginia Senate Finance and Economic Development Committees in the 2009, 2010 and 2011 legislative session and serving on Governor Tomblin’s Natural Gas Vehicle Task Force in 2012-2013. Ryan graduated from the University of Michigan with a BA in Political Science in 2001 and graduated from the West Virginia University College of Law with a J.D. in 2005. Ryan has been very active in the Kanawha Community serving as Co-Chair of Generation Charleston, President of the East End Community Association, as a board member of Kids Chance of West Virginia, and the Childhood Language Center.
Blaine C. Hess, a native of Clendenin, West Virginia, has served as Superintendent of Jackson County Schools since July 1, 2006. Mr. Hess, a 1979 graduate of Herbert Hoover High School, earned a B.A. in Music Education from Alderson-Broaddus College and his M.A. in Educational Leadership from Marshall University Graduate College. During his tenure as Superintendent, Jackson County Schools has implemented significant measures to improve student achievement and improve the facilities utilized by students. Under Mr. Hess’ leadership, a county-wide Literacy Initiative was launched which has resulted in significant growth in student achievement. In the realm of technology, Jackson County Schools has implemented a 1:1 technology program in which all high school students are assigned a MacBook for their use and students in grades 3-8 are equipped with iPads. Advanced Placement and College Dual Credit options have increased significantly for high school students in order to prepare them for their college or career plans. Mr. Hess is again serving as President of the West Virginia Association of School Administrators (WVASA) and was selected as the 2013 West Virginia Superintendent of the Year. He also serves in a number of other professional capacities, such as Chairman of the Roane Jackson Technical Center Administrative Council, a member of the Jackson County Development Authority (JCDA), Jackson County Anti-Drug Coalition and the We Care Committee, which promotes school safety. After representing West Virginia for four years as a member of the Governing Board of the American Association of School Administrators (AASA), Mr. Hess was recently elected to serve on the AASA Executive Committee.

Bill Daggett, Ed.D., Founder and Chairman of the International Center for Leadership in Education, is recognized worldwide for his proven ability to move preK-12 education systems towards more rigorous and relevant skills and knowledge for all students. For 25 years, he has crisscrossed our nation, as well as the industrialized world, to lead school reform efforts to effectively prepare students for their future. While an avid supporter of public education, he also challenges all of us to be more focused on our children’s future than on maintaining the schools of our youth. His insights and leadership has caused nearly every major education association in the country, hundreds of school districts, numerous political and business leaders, publishers, and others to seek out his advice and guidance. Before founding and now serving as Chairman of the International Center for Leadership in Education, Dr. Daggett was a teacher, local administrator, and a director with the New York State Education Department. He is the creator of the Rigor/Relevance Framework which has recently become the cornerstone of much of the nation’s school reform efforts. He is also the author of numerous books about learning and education, textbooks, research reports, and journal articles. Dr. Daggett has been recognized as a distinguished alumnus by both Temple University and the State University at Albany. Dr. Daggett has a special commitment to individuals with disabilities. He and his wife, Bonnie, volunteer their time and lend their support to Wildwood Programs in upstate New York. Wildwood serves the
needs of people of all ages who, like their daughter Audrey, have neurological impairments/learning disabilities or autism, by enabling them to become the best that they can be.

Christine “Chris” Carder is 9-year member of the Ohio County Board of Education in Wheeling, WV. Chris is also the current vice president of the West Virginia School Board Association. She is a retired educator who served as Principal of Wheeling Park High School, Woodsdale Elementary, and Triadelphia Middle School. Chris also served as an Assistant Principal /Vocational Director at Wheeling Park High prior to her principal positions. She is a member of the Wheeling Rotary Club, King’s Daughters Circle and the Wheeling Hospital Auxiliary. Chris spent over 36 years as an educator in Ohio County and enjoys serving as a member of the board to continue to provide exceptional educational opportunities for the students and the community of Wheeling.

John Deskins, Ph.D., serves as Assistant Dean for Outreach and Engagement, Director of the Bureau of Business & Economic Research, and as Associate Professor of Economics in the College of Business & Economics at West Virginia University. He leads the Bureau’s efforts to serve the state by providing rigorous economic analysis and macroeconomic forecasting to business leaders and policymakers across the state. He received his PhD in Economics from the University of Tennessee. Deskins’ academic research has focused on economic development, small business economics, and government tax and expenditure policy, primarily at the US state level. His work has appeared in outlets such as Contemporary Economic Policy, Public Finance Review, Economic Development Quarterly, Small Business Economics, Public Budgeting and Finance, Regional Studies, Annals of Regional Science, Tax Notes, and State Tax Notes, as well as in books published by Cambridge University Press and the Lincoln Institute of Land Policy. He has delivered more than 100 speeches to business, government, and community groups and his quotes have appeared in numerous media outlets such as The New York Times, The Washington Post, Bloomberg, CNBC, National Public Radio, and PBS. He has served as principal investigator or co-principal investigator on more than $1 million in funded research.

Patrick Murphy is a twelve year member of the Berkeley County Board of Education. He was born in Elkins, WV, but grew up in Berkeley Springs and Martinsburg where he graduated from Martinsburg High in 1966. He enlisted and served honorably in the US Marine Corps (66-70) attaining the rank of sergeant. He graduated from Shepherd College with a bachelor’s degree in elementary education (75) on the GI bill. He worked as a teacher’s aide (73-75) and a classroom teacher in
Berkeley County (75-00) and Jefferson County (00-05). Pat served in the WV House of Delegates (83-90) and upon the Berkeley County Commission (91-96). He serves his community as a volunteer photo instructor at the Martinsburg Boys/Girls Club (71-present), the Martin Luther King Jr Scholarship Committee, at the Martinsburg Veterans Administration Medical Center, Berkeley County Association of Retired School Employees, AARP, and the Berkeley County chapter of the NAACP. Pat married his high school sweetheart, Beverly, fifty plus years ago, and they have two children, Tonya and Michael, along with four grandchildren.

Steve Gruenert, Ph.D., is currently a professor at Indiana State University where he has been working in the department of Educational Leadership for 18 years. Previously he has been a teacher, assistant principal, and principal at the middle school and high school levels. Dr. Gruenert has written three books on the topic of school culture and has participated in the research and improvement of over 300 schools. He has been married to his wife Emily for 30 years and has three children, all working in the field of education, and three grandchildren.

West Virginia School Board Association Winter Conference ‘20 Exhibitors

Bray & Oakley Insurance Agency, Inc. is a full service independent insurance agency offering all lines of business coverage as well as health, life and auto. We have served the citizens of West Virginia since 1920 and have developed strong relationships with national insurance carriers, regional insurance markets and our clients. Our clients are individuals and businesses across all industry sectors. However our expertise lies in the public entities and education. We offer specialized services pertaining to loss control assessment, claims management, safety culture implementation and experience modification analysis that will help improve the marketability of your insurance program. We offer the advantage of having an agent work on your behalf with the common goal of reducing claims costs and insurance premiums. We haven an amazing team of local insurance professionals who want to provide you with the broadest, most comprehensive representation in the marketplace, aggressive claims management, return-to-work support, risk management services and an advocate who is always on your side.

Representative(s): Michael P. Winter, MBA, AAI (Vice President)
Ted Tomblin, Senior Producer
Amy Blevins, Claims Adjuster/Claims Advocate
CMTA Energy Solutions is a division of CMTA that is dedicated to Guaranteed Energy Savings through Performance Contracting and Zero Energy Design. CMTA is inherently different from a typical Energy Services Company (ESCO) in that our whole philosophy is grounded in years of designing facilities from the ground up. This allows us to take a holistic approach to each building. Our core mission is to deliver maintenance friendly, energy efficient facilities that enhance the learning environment. The firm was founded in 1968 and has completed education and health care projects throughout West Virginia. Visit us at www.cmta.com

Representative(s): John Bradshaw, Business Development Director

Since 1966, Cunningham Recreation has been providing customers with innovative park and playground equipment, safety surfacing materials, sports and fitness equipment, shade and shelters, site furnishings, water play and dog parks from design to construction. Custom design capabilities and theme options are also available for those unique destination play spaces.

Representative(s): Mitch Reno, Sales Associate

ENERGY SYSTEMS GROUP® (ESG) is a leading local energy services provider with an office in Charleston, West Virginia, that specializes in energy efficiency, sustainability, and infrastructure improvement solutions. Since 1994, ESG has been helping K-12 schools overcome the challenges of aging infrastructure and rising operational and energy costs by providing turnkey, self-funded solutions that directly enhance the quality and safety of learning environments. Through its core business of energy performance contracting, ESG helps West Virginia schools install new energy efficient building systems, where guaranteed savings from operation budgets pay for the capital improvements. From the initial energy audit through long-term measurement and verification of project savings, the ESG team will partner with you to design and construct solutions that fit the needs of your school and result in significant energy cost savings and environmental and educational benefits. To learn more, contact Audra Blackwell, abblackwell@esg.email or visit energysystemsrgroup.com.

Representative(s): Audra Blackwell, ESG Business Development Manager – West Virginia
Kiefer USA is a family-owned company with a history steeped in tradition. We pride ourselves on being the industry leader in the supply and installation of quality athletic surfaces. Kiefer USA offers a complete range of products for the educational and municipal marketplace including fieldhouse, track and field, artificial turf, gymnasium, weight room, health club, and locker room applications. We are proud to exclusively represent the finest manufacturers in their respective fields. Our installation crews are among the most experienced in the industry and pride themselves with top quality workmanship. For more information please visit www.kieferusa.com, call 800-322-5448 or find us on Twitter, Linked In, Instagram or Facebook.

Representative(s): Phil Rickaby, Regional Manager

Mason & Barry, based in St. Albans, is the state’s leading HVAC factory representative firm and West Virginia’s innovators of “Smart Schools” technology. Founded in 1959, they are celebrating their 61st year of providing HVAC equipment, building management systems and security/surveillance systems for industrial, commercial and educational facilities in West Virginia. Additionally, their extraordinary service fleet is one of the state’s largest and best qualified bringing well over 400 years of total experience in the HVAC/Building Management industry to the table. Because of the knowledge, experience and dedication of their people, M&B has earned and maintains a leadership role in WV’s HVAC, Smart Building and Surveillance industries.

Representative(s): Aaron Hanna, Building Management Specialist

McKinley Architecture and Engineering is a full-service architectural and engineering firm that was founded in 1981. With offices in Wheeling and Charleston, WV, as well as Pittsburgh, PA, we support a professional staff of Architects, Engineers, an Accredited Learning Environment Planner, a Recognized Educational Facility Planner, LEED Accredited Professionals specializing in Building Design and Construction, a Historic Preservation Specialist, a Qualified Commissioning Process Provider, and Construction Administrators. Not only have we won multiple State awards and recognitions for our educational design, we have also won many National awards and recognitions.

Representative(s): Ernest Dellatorre, President
**OWPR Architects and Engineers** is an architectural and engineering firm specializing in educational design. Designing schools for 21st Century Learning.

Representative(s): Blair Frier, Architect
Allegra Enochs, Architectural Designer

**The Thrasher Group** is the largest privately held planning, architecture, and engineering firm in the state of West Virginia. Inspired design is what sets Thrasher apart from the competition. Our understanding of the needs of K-12 facilities is a result of hands-on experience and creative problem solving. We have a team of professionals with more than 50 years of combined experience in the K-12 arena. At Thrasher, we pride ourselves on exemplary aesthetic design while keeping our roots firmly planted in accurate cost estimating, budget control, and sustainability. Fulfilling our clients’ needs in a responsible and innovative way has earned our firm recognition throughout the Mid-Atlantic region.

Representative(s): Craig Baker, Architectural Division Manager
Bill Ratcliffe, Construction Contract Administrator
Amanda Cheuvront, Project Manager
Matt Breakey, Architect

**Williamson Shriver Architects, Inc.** is an award-winning, multidisciplinary design firm located in Charleston, WV. Established on the success of educational facility design, we have completed well over 400 educational facility designs throughout West Virginia throughout our thirty-five year history. We have considerable experience working within the parameters of the WV School Building Authority guidelines and a thorough understanding of WV State Board of Education Policy 6200 requirements for school facility design. Williamson Shriver Architects’ begins our services with a thoughtful analysis of our client’s needs, and how their goals can be achieved through improvements in the built environment. We incorporate inclusive, participatory planning and design strategies that encourage input from building users throughout the process, thereby assuring that our functional and distinctive buildings reflect the vision of our clients and the spirit of our communities.

Representative(s): Ted A. Shriver, Architect / President
WVSTO - The 457 Retirement Plus is a supplemental retirement plan offered to all State Agencies and Boards of Education and Municipalities that adopt the plan. It offers participants the opportunity to prepare for retirement. Empower Retirement is the record keeper for the plan and they are number one in the Government Market. Participants can sign up for the Plan for as little as $10.00 per pay period.

Representative(s): Joy Stowers, 457 Administrative Assistant
Andrew Wyne, Empower Financial Advisor

ZMM Architects & Engineers is an integrated award-winning design firm providing professional services throughout the Mountain State. Educational facility planning and design is the foundation of ZMM, and since our founding in 1959 we have provided design services on more than two hundred and fifty schools throughout the state. This experience has led our full service architectural and engineering team to develop a thorough understanding of the educational programming, planning, and design challenges (and opportunities) unique to West Virginia. ZMM has a history of providing high quality design services on educational projects in West Virginia. In fact, ZMM has been recognized with sixteen statewide design awards in the past decade by the West Virginia Chapter of the American Institute of Architects – recognition of a commitment to design quality that is unrivaled in West Virginia.

Representative(s): Adam Krason, AIA, LEED-AP, ALEP, Architect & Principal
David Ferguson AIA, REFP, Architect & Principal