

5 Things



You Need to Know! the Virginia Principal - October, 2019

Greetings!



The LEAD Social Media has had a significant impact on our lives. Nearly every news report references some use of social media as the vehicle to communicate a message. I am Chuck Moss, Middle Scholl Representative to the VAESP Board of Directors and I am thrilled to be able to share how social media has made me a better educator and leader! One of the keys in education is forming meaningful relationships. It is through relationships that learning occurs. It is through relationships that collaboration occurs. It is through relationships that inspiration occurs. It is through relationships that growth occurs.

There is no substitute for the face-to-face experience (yes, that's a plug for the [VAESP Conference!](#)), but social media can be the thing that makes connections with your fellow educators that can go on to become the relationships that drive your career forward. Social media has allowed me unprecedented access to education thought leaders and keynote speakers that, until I was able to connect with them on Twitter, were untouchable. Now, I can ask for specific insight from Hamish Brewer, Jimmy Casas, Jessica Cabeen, Dave Burgess, Pam Moran, Amy Fast, Brad Gustafson, Danny Steele, Tara Martin, Todd Whitaker, and a host of others. As an added benefit, I get the collective wisdom of all those leaders' followers who also provide insight and inspiration that help me be a better leader every day.

By using social media, I am also able to connect with the families of my students and to control my own narrative. Social media has allowed me to show families and my community that good things happen at our school every day. Social media allows family members hundreds of miles away to celebrate the things we're doing every day.

Social media keeps my central office leadership and our school board in touch with what we're doing and also makes them an active part of our story. Isn't that exactly what we want? I truly believe that social media not only gives me a way to share what's going on at school, but gives people a window to look in on us.

The **#VAESPchat** on Sundays at 8:00pm is an excellent way to start seeing the great benefits of being a connected educator and I hope you'll join us!



The **#VAESPchat** has begun. Become part of the conversation with your colleagues from across the state and the nation in this interactive professional learning opportunity every **Sunday at 8:00 p.m.** at **#VAESPchat**. If you have not already done so, check out the VAESP website at WWW.VAESP.org. It has a great new look and live

streaming of VAESP Twitter on the main page. Great ideas, connections and a load of information from across the country. When Tweeting your great idea, tag **@theVAESP** and see your tweet on the website.



Calendar Check (Save the Dates)

Want to stay informed? Find a gathering that is geographically close to you on a date that is convenient and join the conversations by letting the Hosting Zone Director know you are coming.

October 10, 2019 - Southern Zone mtg, 5:00 pm at Brian's Steak House, 625 E Atlantic St, South Hill, VA sponsored by [Grand Canyon University](http://GrandCanyonUniversity.com). Hosted by Davis Roberts droberts@dcpsnet.org

October 23, 2019 - Northern Zone mtg, 6:00 pm at Liberty Elementary School in Loudoun County sponsored by [Grand Canyon University](http://GrandCanyonUniversity.com). Hosted by Amy Larsen larsenam@pwcs.edu

October 29, 2019 - Potomac Zone (Arlington/Alexandria) mtg 5:00 at **Clydes of Mark Center** sponsored [iStation](http://iStation.com) and by Hosted by Brian Orrenmaa brian.orrnmaa@acps.k12.va.us

December 10, 2019 - Assistant Principal/Aspiring Administrator Workshop from 9:00 - 4:00 at Fredericksburg Hospitality House, 2801 Plank Road, Fredericksburg, VA. Registration, agenda and additional information available on www.vaesp.org.

June 28 - 30, 2020 VAESP Annual Conference, at the NEW Marriott Delta Hotel and Conference Center, Virginia Beach. Registration and Reservations open in December 2019.

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You PD'D?

Welcome to your **October** edition of "**The Main Idea**." It is the Professional Book Summary by esteemed writer, Jenn David-Lang. "A few times a year I have guest writers share an

overview of a book that has deeply impacted their career (I call it a BookBit - it's shorter than my summaries). This month, Mary Rice-Boothe, Chief Access and Equity Officer of the NYC Leadership Academy, shares two powerful books about equity. At a time where here in NYC, and all over the country, school districts are grappling with the best ways to address equity and justice, these are vital resources. The first, [Culturally Responsive Teaching and the Brain](http://CulturallyResponsiveTeachingandtheBrain.com). In this book, Hammond breaks down the myths of culturally responsive teaching and explains how to support both rigor and culture in the classroom. Another book, [Race Talk and the Conspiracy of Silence](http://RaceTalkandtheConspiracyofSilence.com), addresses the impact of race

and racism permeates our education systems. Dr. Sue provides practical strategies for conducting race conversations in ways that move the discussion, and our society, forward. To view previous book summaries [Log In](#) and use password, **BOOKLYN**. Enjoy!



Community Chatter

NAESP has proclaimed October as National Principals Month. What better time to begin planning to bringing your State Legislators into your buildings to educate them to the needs and realities of your school and your role as the instructional leaders, managers and cheerleaders of your school and community. **November** is VAESP's Bring your Legislator to School Month. All school administrators are asked to invite their state senators and delegates into your schools in November, to see your classrooms, know your children and meet your community/staff. Click here for [Suggested Guidelines](#). Your goal is **to educate** not advocate our elected officials about your school and the ways legislation has impacted your community. Become familiar with VAESP's recommendations for addressing the [Teachers Shortage](#) and know [VAESP's legislative Priorities](#). Start planning now, [identify your legislators](#) and watch for reminders in the coming weeks.



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