



VSBA

Virginia School Boards Association®

Leadership • Advocacy • Support



2026 VSBA ANNUAL CONVENTION

- Educate - Empower - Elevate -

NOVEMBER 18-20, 2026

WILLIAMSBURG LODGE

310 S ENGLAND ST

WILLIAMSBURG, VA 23185

[Visit the Website Here](#) | #VSBA2026AC

Welcome

Dear Colleagues,

I invite you to attend the VSBA Annual Convention—where our shared commitment to public education keeps us grounded, connected, and growing stronger together.

This year's theme, Rooted in Public Education, reflects the deep foundation that unites us as leaders and advocates across the Commonwealth. Like strong roots that sustain and support growth, our dedication to students, schools, and communities continues to guide our work and shape the future.

As you explore this brochure, you'll find a thoughtfully curated program designed to inspire and empower—from engaging speakers and timely topics to meaningful opportunities for collaboration and connection. Each experience is intended to strengthen your leadership and nurture new ideas that will flourish in your division and beyond.

Together, we remain rooted in purpose, grounded in service, and committed to cultivating success for every student.

We hope to see you in Williamsburg!



Jenny Nichols
VSBA President



Celebrating 120 Years of Serving Virginia's School Boards

Since 1906, VSBA has partnered with school boards across the Commonwealth to strengthen public education through leadership, advocacy, and support. As we gather for our Annual Convention, we celebrate 120 years of supporting excellence in public education and look forward to the future together.

2026 Schedule of Events

WEDNESDAY

NOVEMBER 18

8:30 a.m. - 5:30 p.m.

Registration

9:00 a.m. - 12:00 p.m.

Early Bird Session
(Pre-Registration Required)

12:00 p.m.

Awards Luncheon (invited attendees only)
Sponsored by VMDO

12:00 p.m. - 6:00 p.m.

Exhibit Hall Open

2:00 p.m. - 4:00 p.m.

Opening General Session
Sponsored by Chartwells/SSC

4:30 p.m. - 5:00 p.m.

Regional Meetings

5:00 p.m. - 6:00 p.m.

120-Year Celebration
Sponsored by VAcorp

THURSDAY

NOVEMBER 19

7:00 a.m.

23rd Annual VSBA 5K Race
Sponsored by Quinn Evans

8:00 a.m. - 9:15 a.m.

Continental Breakfast

8:00 a.m. - 6:00 p.m.

Exhibit Hall Open

8:45 a.m. - 10:00 a.m.

General Session
Sponsored by Sodexo

10:15 a.m. - 12:00 p.m.

Breakout Sessions

12:30 p.m. - 2:15 p.m.

Complimentary Boxed Lunch

12:45 p.m. - 1:45 p.m.

Lunch & Learn Sessions

2:00 p.m.

Delegate Assembly

2:30 p.m. - 4:45 p.m.

Breakout Sessions

FRIDAY

NOVEMBER 20

8:00 a.m. - 9:00 a.m.

Breakfast
Sponsored by VA Lottery

8:45 a.m.

Closing General Session
Sponsored by Comcast

11:00 a.m.

Adjourn



**Attendees will earn 16
Academy Credit Points**

Highlights

Join us for the most anticipated event of the year, bringing together a large and diverse group of school board members, superintendents, and school division staff from across Virginia!

Over an exhilarating three days in November, prepare to be inspired by three dynamic keynote speakers. Dive into a multitude of engaging breakout sessions on critical public education topics and connect with businesses dedicated to supporting our schools.

This is your chance to learn, network, and celebrate with us. We are excited to share this incredible experience with you!

Keynote Sessions



Wednesday, November 18

Damon West is a nationally recognized keynote speaker, best-selling author, and former college quarterback whose powerful story of adversity, redemption, and transformation has inspired audiences across the country. Drawing from his journey and his widely acclaimed Coffee Bean message, Damon challenges individuals to create positive change in even the most difficult environments. His engaging and impactful presentations leave audiences motivated to lead with resilience, purpose, and a renewed mindset.



Thursday, November 19

Orion Jean is a nationally recognized youth leader, author, and the 2021 TIME Kid of the Year, known for turning small acts of kindness into a global movement. As the founder of the “Race to Kindness” campaign, he has inspired millions through initiatives focused on giving, service, and leadership. With a simple yet powerful message—“If you see a problem, fix it”—Orion empowers audiences of all ages to lead with compassion and make a meaningful impact.



Friday, November 20

Tara Martin is an enthusiastic educator, national speaker, and author who thrives on change and refuses to settle for the status quo. With experience as a classroom teacher, instructional coach, and district administrator, she brings a wealth of knowledge to her roles.

As the founder of #BookSnaps, a revolutionary reading comprehension strategy now implemented in seventeen countries, Tara constantly seeks unique ways to make learning fun, relevant, and meaningful.

Special thanks to

Our Sponsors

We appreciate your efforts and
generosity in supporting our events!

Platinum Sponsor



Gold Partner



Gold Sponsors



Silver Sponsor



Healthy Snack Sponsor



Lunch and Learn Sponsor



Early Bird Session



Please reach out to your school division clerk to register for these events.

Advancing Artificial Intelligence (AI) Innovation in K-12 Education

Wednesday, November 18, 2026

9:00 a.m. - 12:00 p.m.

Williamsburg Lodge, Tidewater Room

Don't miss the VSBA Early Bird Session, "Advancing Artificial Intelligence (AI) Innovation in K-12 Education," taking place on November 18, 2026. Artificial Intelligence (AI) is impacting our public schools from the board room to the classroom and beyond. Our early bird session offers interactive presentations and important networking opportunities to advance the success of AI in your school division and its impact on your students. Prepare yourself for interactive sessions on safety & security, legal and policy impacts, AI college and career pipelines for students, teaching & learning innovation with AI, and a showcase of successful use of AI, by school divisions.

Featuring prominent speakers, industry experts, and engaging discussions, this early bird session is a must-attend event for positioning yourself and your division for leveraging AI to advance outcomes for your students and staff. Don't miss your chance to be part of this important gathering.

Thank you to our sponsor:



Student Representative Workshop

For Student School Board Representatives Only

Wednesday, November 18, 2026

9:45 a.m. - 1:45 p.m.

Williamsburg Lodge, Allegheny Room

Join student school board representatives from across Virginia for a day of learning, leadership, and meaningful discussion at the VSBA Student School Board Representative Workshop.

Designed to help student representatives strengthen their impact and effectiveness, this interactive workshop will explore the important role students play in shaping the future of public education. Participants will gain a deeper understanding of school board governance and learn strategies for elevating student voices within their divisions.

The workshop will feature sessions on school board governance, student engagement, innovation in education, collective bargaining, and the legislative process. Through presentations, discussion, and interactive activities, attendees will gain practical insights and leadership skills they can bring back to their local school divisions.

Whether you are new to your role or returning for another year, this workshop offers a valuable opportunity to connect with peers, build confidence, and serve as an effective representative for students in your community.

Contests

Exhibition of School Architecture

It's not too late to participate! If your school has new construction or renovations, there's a perfect opportunity to showcase the benefits of good design. From creating the right ambience and multifunctional spaces to incorporating sustainable design and ensuring security, there's a direct relationship between well-designed environments and effective teaching and learning.

The VSBA Exhibition of School Architecture lets you see this in action. Category awards will be presented, and the People's Choice Award will be judged from project boards displayed during the convention. Winners will be announced at the Annual Convention. Don't miss out on this chance to highlight your school's architectural achievements!

[Click here to learn more!](#)

Thank you to our sponsor:



Thursday is School Spirit Day! Show your school pride by wearing apparel featuring your school or division logo.

VSBA 5K Run/Walk

We are looking forward to the 23rd Annual VSBA 5K Run/Walk sponsored by Quinn Evans, and co-sponsored by Thompson Consulting Engineers and Dunbar! The 5K is scheduled to take place Thursday morning starting at 7:00 am. Awards are presented at the Closing General Session for:

- Fastest Run (Male and Female Category)
- Fastest Walk (Male and Female Category)
- Team Spirit
- Best Individual Spirit

All registrants for the 5K will receive a free t-shirt for participating! You do not want to miss out, so make sure to register today!



[Click here to register for your spot in the line up!](#)



Exhibitors Scholarship

VSBA is excited to announce the 2026 VSBA Exhibitors Scholarship. The scholarship is available to a student school board representative serving on a VBSA member board. The student must be a graduating senior in the Spring of 2027 and must have served as a student school board representative during their junior or senior year.

Interested in supporting the scholarship program?
Please contact Layla Johnson at layla@vsba.org for more information.

Registration

Registration for VSBA conferences and events is open to VSBA members and affiliate members only. The registration fee for the Annual Convention is \$400.

Cancellation requests must be submitted in writing via email to michelle@vsba.org by November 4 and will incur a \$50 cancellation fee. Cancellations received after November 4, as well as no-shows, are nonrefundable. Registrations may be transferred to another individual at any time.

If the conference is canceled or postponed due to inclement weather, registration fees will automatically be transferred to the rescheduled event. If an attendee is unable to participate on the new date, a substitute attendee may be designated, or the school division will receive a credit for the registration fee to apply toward a future VSBA event.



\$400 - Regular Registration

\$450 - Late Registration (After November 4)

Hotel Information

All reservations are on a first-come, first-served basis. The rooms at the main convention headquarters hotel, The Williamsburg Lodge, are reserved for those school divisions now eligible in the rotation list. Please do not call the hotel for reservations, they will not accept reservations if you are not on the rotation list. Divisions on the list have been notified. In addition to the headquarters hotel, blocks of rooms have been secured at special rates at nearby hotels.

Courtyard Marriott

470 McLaws Circle
757-221-0700

Name of Group:

Virginia School Boards
Association

Room Rate:

\$180

Deadline to Reserve

October 16, 2026

Holiday Inn Hotel & Suites Williamsburg

515 Bypass Road
757-229-9990

Name of Group:

VSBA Annual Convention

Room Rates:

\$125-\$285

Deadline to Reserve

October 16, 2026

Kingsmill

1010 Kingsmill Road
866-371-6732

Name of Group:

Virginia School Boards
Association

Room Rates:

\$194-\$249

Deadline to Reserve

October 26, 2026



**For more information or questions regarding the Annual Convention
please contact Layla Johnson at layla@vsba.org**