

West Virginia School Board Association

Conference '26

September 18/19, 2026

Town Center Marriott Hotel

Charleston, WV

Friday, September 18, 2026

- i. 1:15 p.m. – 3:00 p.m. – Nate Silver / Hoppy Kercheval - **The School and Classroom: Determining the Overall Direction of the Public School System**ⁱ - Silver, U.S statistician, analyst, author, sports gambler, and poker player who analyzes baseball, basketball, football and politics, providing practical applications for policy-makers, and Hoppy Kercheval, semi-retired West Virginia broadcaster and the "dean" of West Virginia radio journalists. Kercheval is most famous for creating and hosting the statewide current events talk show, *MetroNews Talkline*. Mr. Silver will discuss how county boards of education – with the county superintendent as its secretary and acting as the county board CEO – may, given constitutional leadership of the Legislature and West Virginia Board of Education, Governor's Office and various constituencies and stakeholders, fulfill the statutory Finding: The primary purpose of the school system is to provide instruction for students" ([https://code.wvlegislature.gov/18-5-45/\(c\)\(3\)\(b\)\(1\)"\]](https://code.wvlegislature.gov/18-5-45/(c)(3)(b)(1))). Mr. Kercheval will then discuss major points Mr. Silver made as he engages conference participants in questions and dialogue with Mr. Silver, making closing remarks.
- ii. 3:00 p.m. – 3:45 p.m. Wayne Ryan, West Virginia Secondary Schools Activities Commission Executive Director. Mr. Ryan will provide the “**West Virginia School Board Association Annual WVSSAC Update**.”
- iii. 3:45 p.m. – 4:45 p.m. Michele Blatt – State Superintendent Blatt will discuss the **West Virginia Department of Education's state's Artificial Intelligence (AI) and Digital Science Framework Initiative**. This presentation is precursor for additional county board trainings.
- iv. 5:15 p.m. – Dinner / State Superintendent Blatt will **Discuss Various West Virginia Department of Education Initiatives**.
- v. 6:15 p.m. – 8:30 p.m. Concurrent Breakout Sessions (Each Conference Participant will Shuttle Between 3 45-Minute Sessions:
 - a. **West Virginia Department of Education Middle School Principal Emphasis** -Dr. Kelly Massinople, Coordinator West Virginia Department of Education Office of Academic Support
 - b. **West Virginia School Board Association Economic Development Committee – Inaugural Report Consideration** - Dr. Torie Jackson (Ritchie), West Virginia School Board Association President; Jared Billings (Mason), WVSBA Past President (FY25); Lori Kestner (Marshall), WVSBA Past (FY20).

- c. ***School Aid Formula Considerations*** - Joshua “Josh” Harner, Manager (School Finance), West Virginia Department of Education Office of School Finance.

Saturday, September 19, 2026

- vi. 9:00 a.m. – 9:30 a.m. – ***Introduction to the West Virginia Department of Education STRIVE Initiative*** (Strengthened behavior response through Targeted assistance to promote Regular attendance, Increased achievement, Validated practices and Empowered support teams.) Note: Presenter(s) to be determined.
- vii. 9:30 a.m. – 11:30 a.m. ***A Comprehensive Framework for County Effectiveness: Connecting Student Outcomes and Operational Performance: Annual West Virginia School Board Association Membership Presentation*** - Jeffrey Kelley, Associate Superintendent, Division of External Operations, with Appropriate West Virginia Department of Education Staff, Including Uriah Cummings, School Financial Operations Officer / West Virginia Department of Education Division of External Operations.
- viii. 11:30 a.m. - Adjournment

Note: 8 Credit Hours Training for Entire Conference Participation / **Approved by the West Virginia Board of Education upon Recommendation of the County Board Member Training Standards Review Committee (TSRC / August 26, 2026).**

ⁱ **§126-165-4. Standards of Professional Practice for County Superintendents.**

4.1. Role. The standards of professional practice for county superintendents establish the superintendent as the chief instructional leader and executive officer of the school system who works in collaboration with the county board of education to ensure that all elements of system operations come together to advance student learning. This requires a leader absolutely dedicated to student academic achievement and well-being who can create fiscally responsible systems and processes that improve the quality of learning in each school. Today's superintendents must understand the broad national and global economic/social context to which schools must respond but must work within the context of the local community to address these issues in a coherent and viable strategic direction for the school system. **The overall direction of the system must ultimately be realized within each school and classroom; the progress made by each school can be profoundly influenced by the quality of district operations, fiscal management, support, culture and systems of accountability.** Thus, the superintendent must not only ensure that district systems and processes are of the highest quality but that they are differentiated and orchestrated to address each school's improvement needs. Within this context, the superintendent must establish clear goals and benchmarks of accountability while supporting the work of collaborative teams to find the best ways of improving professional practice within each school. The work of a county superintendent is multifaceted and relies on both technical knowledge and interpersonal skill. However, by forming stakeholder coalitions and staff communities of professional practice, the superintendent, working with the county board, can be the necessary transformational change agent able to influence the progress and success of student in each school.

<https://apps.sos.wv.gov/adlaw/csr/readfile.aspx?DocId=29951&Format=PDF> / Standards of Professional Practice for West Virginia Superintendents, Principals and 163 Teacher Leaders (Policy 5800)