



**National Association of  
School Superintendents**  
United in Common Purpose: Each Other's Success

**Brian Nichols**

**New Kent County Public Schools, New Kent, Virginia**

## **INTRODUCTION**

### **Education**

Brian has a Bachelor of Science in Psychology from Christopher Newport University, Masters in Education Policy, Planning and Leadership and a Doctorate in Curriculum and Educational Technology from the College of William and Mary.

### **Experience**

His career in education spans nearly three decades and includes time as a classroom teacher, instructional coach, assistant principal, principal, executive director, and Chief Academic Officer. For the past seven years he has been the superintendent of schools for New Kent County.

### **Outstanding Achievement(s)**

Brian has recognized at the local, state, and national levels for his leadership work. Most recently, he was named a superintendent to watch by the National School Relations Association. New Kent consistently performs in the top ten school districts in Virginia.

## **AN INTERVIEW**

### **Tell us about how you see today's superintendent.**

Today's superintendent must be a dynamic, multifaceted leader. As the district's chief storyteller, the superintendent amplifies the remarkable things happening in schools every day, ensuring those stories reach the community, the public, and beyond. As chief lobbyist, they work shoulder-to-shoulder with legislators to unlock funding streams, secure grants, and build the programs students deserve. And as chief learning officer, they keep the relentless pursuit of student growth, achievement, and success at the center of every decision.

What makes this leadership so demanding and so vital is not mastery of any single role, but the ability to hold all three simultaneously, shifting between them with purpose and without losing stride.

### **What new understandings did you acquire after two or three years on the job?**

Seven years in, and the learning hasn't stopped. If anything, it deepens.

That's the beautiful truth about approaching this work with a learner's mindset: there is no finish line, no point at which the lessons stop arriving. And one lesson keeps returning with greater clarity each time. That lesson is the absolute necessity of relentless, intentional stakeholder engagement.

The success of any breakthrough program or initiative doesn't begin in a budget meeting. It begins with people. Students, staff, and families. It also includes business leaders and longtime residents without a single child in our schools. Every group matters, and every group needs to see themselves in the vision. They need to see themselves as not just as supporters of something, but as genuine beneficiaries of it.

When a community truly believes that great schools make a great place to live, work, and grow, support doesn't have to be won. It's already there. That's an understanding that I continue to acquire that I believe is timeless.

### **Share an idea to use or something you've learned with your colleagues.**

I have leaned into the power of video in the superintendency. The most engagement I get is always connected to a video on social media. It could be me driving a bus to encourage people to apply for an open position. It could be me kicking a field goal to announce the opening of the new stadium. It could also be me sliding on ice to announce a school closure. I have learned that seeing the superintendent in video sharing initiatives is far more impactful than a well-drafted email.

### **Submitted by:**

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**Name/Signature**

**4/30/26**  
**Date**