

Tip Sheet

School Board Recognition Week

October 23-27, 2017



Please join NYSSBA in recognizing school board members' commitment to ensuring all children have success in school.

Below are suggestions for activities to make School Board Recognition Week special for your school board members. Some of the ideas here have already been used by school districts with great success.

In schools:

- Bring board members to classrooms where they can talk to students about board service.
- Recognize board members at sporting events.
- Have students present board members with certificates of appreciation, art work, flowers or fruit baskets at a reception or after a meeting.
- Have students interview and profile board members.
- Encourage parent organizations and student councils to sponsor an appreciation breakfast for the school board.
- Use school marquees and message boards to thank board members for their service.
- Print a copy of the state proclamation of School Board Recognition Week in district newsletters.
- Write a personal letter saluting board members to be published in district newsletters and local newspapers.
- Create individual plaques with school board members' names and number of years of service.
- Express written appreciation to board members' families and spouses for supporting them while they volunteer their time on the board.
- Issue special district proclamations about School Board Recognition Week.

In the news:

- Send a press release (template available on www.nyssba.org/sbrw).
- Ask local newspapers and student newspapers to profile board members.
- Ask each board member why they serve and use their quotes in news releases and articles.
- Submit a guest column, letter to the editor or opinion piece to your local newspaper or online news blog about the job your board members do.
- Provide news outlets with information about school boards and their special role in local governance of public schools. Be sure to provide a summary of the board's recent outstanding achievements.

In communities:

- Plan a special reception at your regular board meeting. Invite students, community members, media, local service groups, etc.
 - Display board appreciation posters, cards and banners in community businesses.
 - Ask local merchants to use their marquees to say "Thanks. School Board Members Lead So Students Can Achieve."
 - Host a reception for school board members prior to a regularly scheduled board meeting. Invite former board members to a current school board meeting and recognize them.
 - Ask board members' employers and civic groups to recognize them for the job they do through letters, e-mails, announcements or newsletters.
 - Ask board members' employers to sponsor advertisements recognizing their employee for their community service.
 - Sponsor a student poster or essay contest to thank school board members for their dedication and hard work. Display the results in local banks, post offices or libraries. Send a photograph of the winners to local newspapers.
 - Hold a monthly board meeting in a school to encourage public attendance and participation.
 - Ask community groups to invite board members to speak about the role boards play in school governance.
 - Ask the PTA to recognize and help spread the word about School Board Recognition Week.
 - Create social media posts to recognize the work of School Board Members in your community.
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