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# **Go Local – Crafting the Message for School Boards and District Personnel**

**National Board for Professional Teaching Standards**

**1-800-22-TEACH**

**<http://www.nbpts.org>**

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**Joan Wodiska**

**Chair, Falls Church School Board, VA**

**Jaymie Reeber Kosa, NBCT**

**President, Roosevelt District, NJ School Board**

**Former member of the NBPTS Board of Directors**



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## Who is on the school board?

- Local business leaders, parents, community members, district superintendents, former educators
- Most districts elect their board members although a few appoint members



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# **Outcomes:**

## **Learn the following**

- What's it like to serve on a school board?
- What impact do school board members have? On which issues?
- What do I need to know before I decide if I should run for school board?
- How can I effectively engage my local school board?



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# What do School Boards do?

- Under the authority granted by state legislatures, school boards establish policies for their districts





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# What do School Boards do?

- **Policymaking**
  - Develop curriculum
  - Initiate educational policy at the local level
  - Meet state and local mandates
- **Administration**
  - Adopt a local budget
- **System Leadership**
  - Appoint top-level leadership and key members of central office staff
  - Solicit and balance input from members of the community



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# What do School Boards do?



- Establish a vision for the community's schools that reflects a consensus of the board, community, and district staff



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# How to Participate in your local school board

- Most meetings are open to the public and anyone can speak or address the board
- Most agendas are made public prior to the meeting
- Minutes from previous meetings are available



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# How to Address the School Board

- Find out the rules for addressing your local school board (most boards set aside a time for public input)
- Limit your comments to no more than 3-5 minutes
- Address the entire board, not individual members
- Keep it positive and solution-oriented—no snarky tones
- Continue to attend future meetings, to show your issue is important...polite persistence!



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# Advocating for NBCTs

“What if every child had a chance to be taught by a National Board Certified Teacher?”  
~Arne Duncan, US Secretary of Education

- NBCTs remain in the classroom longer
- NBCTs assume leadership roles
- Students of NBCTs have higher achievement
- NBCTs support new & struggling teachers



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## Carry the NBPTS Message

- Teacher Effectiveness
- Student Growth and Achievement
- National Board Certification
- Professional Development



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## **Do's and Don'ts of Addressing the School Board or a Board Member**

- DO have a well thought out, relevant argument with examples
- DON'T make personal accusations or derogatory remarks about a board member
- DON'T make overtly political statements
- DO end your remarks by thanking the board for their time & telling them what actions you would like them to take



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# Resources

- National School Boards Association  
<http://www.nsba.org/default.aspx>
- School Board Roles & Responsibilities  
<http://education.stateuniversity.com/pages/2391/School-Boards.html>
- EPPIC [http://www.nbpts.org/policy\\_center](http://www.nbpts.org/policy_center)
- NBCTs Virtual Community  
<http://www.nbctlink.org>



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# Questions?

