

South Dakota



**School Board
Recognition Week**

January 11 - 17, 2009

School Board Recognition Week Resource Kit



To: South Dakota Public School Superintendents
From: Dr. Wayne Lueders, ASBSD Executive Director
RE: School Board Recognition Week
Date: December 17, 2008

Associated School Boards of South Dakota is pleased to announce that Governor Mike Rounds has declared January 11-17, 2009, as School Board Recognition Week. This week marks the third year the association has worked with Gov. Rounds to honor school board members for their contributions to the children, communities and public education systems of South Dakota.

School Board Recognition Week is your district's opportunity to publicly thank the men and women on who serve on your local board of education. We hope it will be a time your students, teachers and staff members will join in celebration and share their appreciation for the leadership provided by school board members.

It is also a week to build community awareness and understanding about the leadership role your locally-elected board serves in our representative democracy. School board members make decisions as trustees of public education that affect the lives of our children and community members. Yet, many citizens are unfamiliar with the duties of the school board. School Board Recognition Week is your chance to educate community members about the democratic role of school boards.

We hope you will use School Board Recognition Week as a time to acknowledge these civic leaders who make the time to share their vision and voice for the future of South Dakota's children. Encourage community leaders, business partners and local civic groups to join in your recognition efforts. Take advantage of January's School Board Recognition Week to assure that these dedicated people are recognized for their work on behalf of children, youth and families.

The following materials are enclosed to help organize activities:

- Instruction sheet, outlining each section of this packet
- Suggested activities to coincide with School Board Recognition Week
- News release for local media outlets
- Sample letter to the editor
- Sample article for district newsletters and other publications.
- Sample radio script for a public service announcement
- Sample letter of invitation to community members and organizations
- Education quotes and marquee slogans

If you have any questions, please contact Lisa Johansen at 605.773.2515 or ljohansen@asbsd.org. Thank you for your support in making South Dakota School Board Recognition Week a success.

Dr. Wayne Lueders
Executive Director
Associated School Boards of South Dakota

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Instruction Sheet

Activity Tips Sheet

Pick from the dozens of activity ideas to plan your celebrations during School Board Recognition Week. Don't let this opportunity slip by without some sort of thanks and recognition for your local school board members.

News Release

Print the news release on district letterhead and submit it to local media. A news release should address the questions of who, what, when, where, why and how. Be sure to add information about special ceremonies or events you are planning for your local board members. You may want to include an accompanying fact sheet about your district and/or board members. Include photos, if available.

Letter to the Editor

Write a Letter to the Editor and submit it to the local newspaper. In a short cover memo, tell the editor you'd like your letter to be considered for publication in the "Letters to the Editor" section of your newspaper. Send your request at least two weeks in advance of the requested publication date. Use the enclosed sample letter to send a positive message about your district's accomplishments. Contact parents, boosters or a business partner to join you in submitting the letter.

Article for Newsletter

Adapt the sample article for publication in your district newsletter, as an article or letter to the editor or as the foundation for a speech. Localize your article by adding information about your school board members, details of how school board members will be honored during School Board Recognition Week and examples of ways your board has improved education for students in your district.

Radio Public Service Announcement

Contact local radio stations two weeks in advance of School Board Recognition Week to arrange placement of your public service announcement. Use the sample radio scripts and fill in the information specific to your district.

Letter for Community Members

Personalize the sample letter to inform community leaders, businesses and organizations of School Board Recognition week. Invite them to participate or sponsor your events to recognize and show appreciation for school board members.

Education Quotes and Slogan Sheet

Use the enclosed quotes and slogans while preparing remarks or gifts for School Board Recognition Week. A few ideas for using the quotes are included on the tip sheet.

Extra Resources on ASBSD.org:

Governor Rounds' Proclamation

Print and display the executive proclamation from Gov. M. Mike Rounds. The proclamation captures the spirit of School Board Recognition Week.

School Board Recognition Week Certificate

Personalize the certificate template to recognize board members at local celebrations, receptions or meetings. The certificate can be downloaded in pdf or word format from ASBSD.org. For help formatting the certificate, contact Lisa Johansen at 605.773.2515 or ljohansen@asbsd.org.

Logo Slick Sheet

Copy the artwork for the School Board Recognition Week freely. Check out the Tips Sheets for ideas on how to incorporate the logo into your activities.



This entire School Board Recognition Week resource kit can be accessed in the "Programs and Events" section of ASBSD.org.



Activity Tips Sheet

Plan a few special activities during School Board Recognition Week that will show your board members how much you appreciate them. Use the January board meeting as a time for a special presentation. Have students, teachers and staff participate in the celebration, and don't forget to reach out to community members – business partners, civic organizations, clergy or elected officials. Finally, invite the media to cover your activities as an outreach to the community.

Use the following ideas to draw attention to the your appreciation efforts. If possible, designate one person to coordinate events with administration, staff, teachers and community groups. Be sure tips and other information are shared with each school. And remember, it's not the dollar amount or total number of items that board members receive that matters. What is important is letting them know they truly are appreciated and that their work to help all students succeed is valued.

Plan a special presentations at the January board meeting...

- Schedule time during the monthly school board meeting a recognition ceremony.
- Put together an e-mail to students, district staff or civic organization to announce School Board Recognition Week. Use the education quotes provided. Invite students, community members and local civic groups. Invite them to the January school board meeting.
- Ask a local restaurant or grocery store to sponsor refreshments for the board.
- Promote the event at school events and on school message centers or marquees.
- Invite legislators to attend and “say a few words” in appreciation.
- Present each board member with certificates of appreciation. Certificates are available online at ASBSD.org.
- Ask teachers or staff members to donate a gift to each board member, such as goodie baskets, athletic or play tickets, personalized mugs or more.
- Create a slide show presentation featuring the board members and their accomplishments. Be sure to show off improvements in student achievement, new or renovated facilities, and innovative academic programs.
- Introduce students and staff members from each grade or department and have them voice their support and appreciation for your school board members.
- Decorate entrances to school or administration buildings. Use the logo sheet to create banners or signs.
- Feature student entertainment at the board meeting.
- Treat board members to a special dinner before the board meeting. Ask a local restaurant to host the dinner.
- Give special recognition to board members with lengthy service records.
- Set up a recognition corner or area in the public library to exhibit memorabilia from past school boards.
- Arrange for a florist to donate a rose for each board member and place it at his or her place at the board meeting.



Activity Tips Sheet

Make your students, teachers and staff part of the celebration...

- Ask elementary children or high school design students to color and decorate "School Board Recognition Week" posters to put up in the school building and in downtown store windows. Use the logo sheet as a starting point.
- Use school message centers to proclaim how well students are doing and thank school board members for establishing a system that makes this possible.
- Plan a special school lunch. Have board members sit with members of the student council or other student group.
- Ask students, teachers or staff members to place a "thank you" ad in the local newspaper or school newspaper.
- Ask each board member to answer the question, "Why do you serve on the school board?" Use these personal quotes along with photos of each board member in school newsletter or web site.
- Encourage a school or grade level to be responsible for doing something special for one of your board members.
- Plan a dinner for school board members and their families, students and parents. Ask local restaurants and grocery stores to help host the event, or make the event a potluck.
- Ask students and staff to write letters to board members thanking them for the work they do.
- Invite board members to a school sporting event and arrange a special ceremony to honor them at halftime.

Reach out to your community...

- Encourage organizations or groups to send board members a note of appreciation, gift basket or thank you gift.
- Seek endorsement and recognition for the school board from the Chamber of Commerce. The Chamber is a leader in economic development and knows the value of a strong education system in attracting new industry and providing educated, skilled employees.
- Encourage the city council, local chamber of commerce or PTA to sponsor a PSA "Thank You" announcement at a local radio station.
- Ask your community's civic or business clubs to host your board at a breakfast or a lunch.
- Arrange a speaking engagement at a local service or civic club to explain the school board's role in public school governance.
- Ask the PTA to place a "thank you" ad in the local newspaper.
- Encourage local businesses to place school board appreciation slogans on their marquee for the week. See the sample slogans provided for ideas.
- Recommend to businesses or organizations that they provide school board members with a packet of gift certificates to local establishments in appreciation for their public service.



Templates for recognition certificates can be found in the "programs and events" section of ASBSD.org.

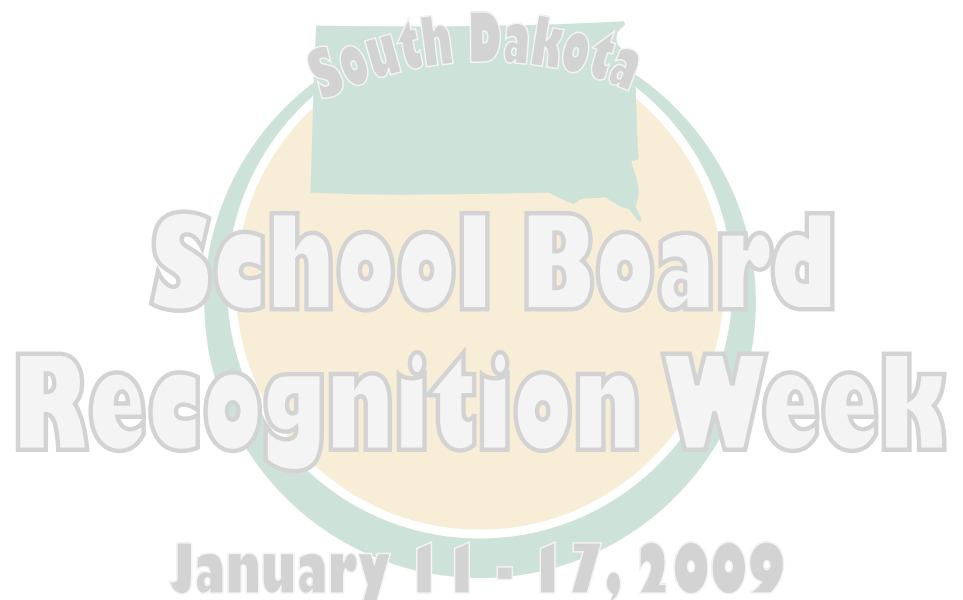
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Activity Tips Sheet

Involve the media...

- Invite local media to cover any special presentations recognizing board members during the January school board meeting.
- Send a press release on School Board Recognition Week to your local newspaper, television stations and radio stations.
- Submit a letter to the editor.
- Ask your local radio station to run a public service announcement thanking school board members for their service. See the included sample PSA announcement for ideas.
- Ask a student or the school webmaster to design a School Board Recognition Week ad or web page for your district's web site.
- Call or e-mail your local news media to encourage them to interview school board members.
- Suggest that the education reporter write a feature story about the person who has served the longest on the school board.
- Provide media representatives with information about what the board does, the major decisions facing your board, important actions the board has taken, or the amount of time each board member devotes to public schools.
- Schools with access to a district cable TV channel can use their time to conduct interviews with local board members and have informal talks on board service.





Sample Press Release

FOR IMMEDIATE RELEASE

[Date]

Contact: [Your name and title]
[Your school district]
[Your phone number and e-mail]

School Board Leaders Honored for Service

The [your School District] will join districts across the state to thank school board members for their commitment to South Dakota public education during School Board Recognition Week, Jan. 11-17.

Governor Mike Rounds designated the week to salute South Dakota's local board of education members for their leadership in setting direction for public schools and working to improve student achievement.

"South Dakota's children benefit every day by the work of our school board members. These locally-elected men and woman devote their time and energy to support district staff and meet the needs of students," said [first and last name of Superintendent], [your School District] Superintendent. "This week gives us a chance to recognize their efforts and honor their commitment to our children and community."

More than 950 South Dakotans are members of a school board. The board members who serve on [your School District] Board of Education are responsible for setting the vision and goals for the district. They work to provide a quality education for [] K-12 students and allocating an annual budget of \$[].

The school board also:

- Hires the district superintendent to manage schools and staff.
- Sets goals for student achievement and evaluates progress.
- Decides how school boundaries are drawn and whether schools are constructed or closed.
- Adopts districts policies that function as the "law" of the school district.
- Determine which courses and programs are offered and what texts, tools and technology are purchased.

"As elected school leaders, board members represent the public as they work to improve student achievement and make our schools a place where all children can learn," said [last name of Superintendent]. "They play an important role in our representative government that guarantees local control of schools."

During School Board Recognition Week, the [your School District] invites students, staff and community members to take part in honoring its school board members. [Add a paragraph listing ways you will honor board members in your district.]

The men and women serving [your School District] and their years of service are: [list the names and years of service].

Further information is posted the district web site at [your district's web address].

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Sample Letter-to-the Editor

[Date]

Dear Editor:

Imagine a community with no local control over its schools. Picture an education system where all policy is set at the state or national level. Think about putting your children in the hands of someone you don't know.

School board members are our neighbors, friends and even family members who have been elected to act as trustees of public education. They serve as citizen-lawmakers who invest countless hours of their time, energy and often their own resources to set direction for our children's education.

They are elected by you to establish policies that reflect your beliefs and set goals that project your community's vision for the future. They spend long hours, after their own workdays, making decisions on issues that eventually will affect everything from local business to the quality of life in your community. The future is literally in their hands.

Unfortunately, most of their efforts go unrewarded. Often, the only response school board members get is criticism. But what would you do without them? Where would you go with your concerns about public education? Your questions?

School boards play such an important leadership role in our democracy - a role that guarantees local control of your schools. When you elected your school board members, you chose people to serve as trustees of your local public education system. In doing so, you chose men and women you know you could entrust with the vitality of your community and the development of your children.

It is time we honored school board members for their selfless dedication and commitment to South Dakota public education.

Join the [your school district] in showing appreciation to the men and woman of the [your school district] Board of Education during South Dakota School Board Recognition Week, January 11-17, 2009. Say thanks for guiding our public school system and helping shape a better tomorrow for our children and our community.

The men and women serving [your school district] are:
[list school board members, occupation, board tenure]

Sincerely,

[Name of Superintendent]

[Name of School District]

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Sample Newsletter Article

School boards help our kids climb higher

School board members are ordinary South Dakotans who have extraordinary dedication and passion for our children, our communities and our public schools. It is time we thanked them for their untiring efforts during School Board Recognition Week, January 11-17, 2009.

The [your School District] board of education is one of 161 locally-elected school boards across the state. These boards enable citizens to have local control of public schools, meaning that decisions on school programming are made by local, elected representatives who understand the community's unique values, culture and circumstances.

It's a huge responsibility and one school board members do not take lightly. Decisions made by school board members affect virtually all aspects of public schools, from boundaries to bus schedules, curriculum to clubs, funding to field trips.

The [your district name] school board works closely with parents, education professionals and community members to create an educational vision for our students. It formulates goals, defines results and sets the course for an adequate and equitable educational program for all students.

As public trustees, board members are also responsible for adopting a yearly district budget; hiring the district superintendent to manage schools and staff; deciding how school boundaries are drawn and whether schools are constructed or closed; and determining which courses and programs are offered and what texts, tools and technology are purchased.

Throughout these duties, however, students remain the key focus of school board members. These civic leaders recognize that our children are the future of South Dakota and advocate on their behalf at the local, state and even federal level. They strive to make our public schools a place all children - regardless of age, gender, ethnicity or socio-economic status - can grow and learn.

During School Board Recognition Week, the [your school district] is joining with others throughout the state to salute the men and women who provide grass-roots leadership of public schools. We hope our students, parents, staff and community members will make a special effort to tell each school board member his or her hard work has been noticed and is appreciated.

We applaud them for their vision and voice to help shape a better tomorrow.

[LIST NAMES AND YEARS OF SERVICE OF BOARD MEMBERS]

Recognition Week

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Sample Public Service Announcement

[Date]

Contact: [Your name and title]
[Your school district]
[Your phone number]

“School Board Recognition Week”

(15 seconds)

January eleventh through seventeenth is School Board Recognition Week. Our children benefit every day from the leadership of our local school board. Say “Thank you” to the men and women who serve on the [name of district] Board of Education.

A message from [radio station] and [name of school or organization].

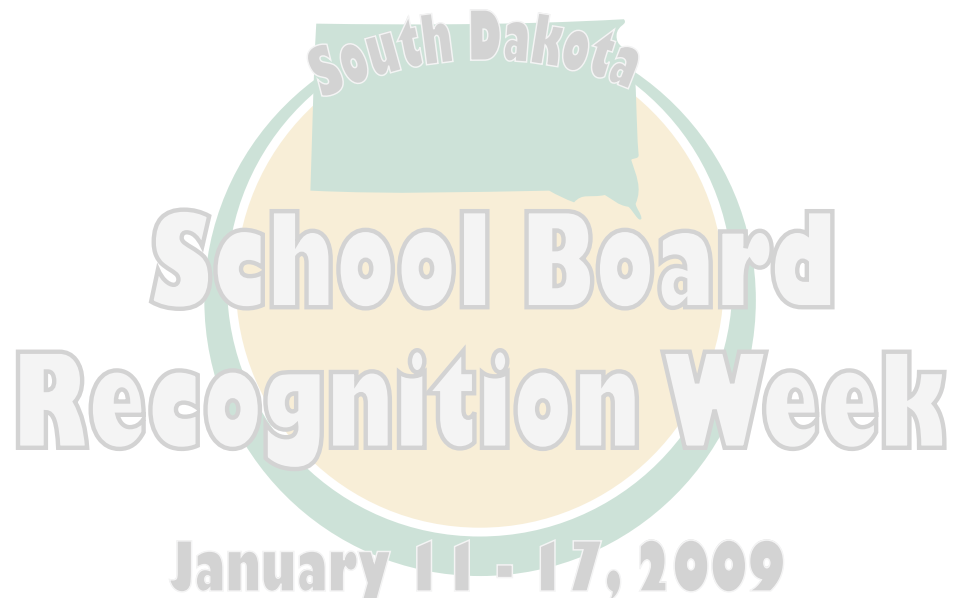
(30 seconds)

Say “Thank you” to the men and women who serve on the [school district] school board during School Board Recognition Week, January eleventh through seventeenth.

Your locally-elected school board members play an important leadership role in South Dakota public education. Their dedication to students and the community makes our schools a place where all children can learn and grow.

Show your appreciation to our school board members this week, and join us in celebrating School Board Recognition Week.

A message from [radio station] and [name of school or organization].





Sample Community Invitation

[Date]

Dear [name of community leader, organization or business],

Gov. Mike Rounds has designated January 11-17, 2009, as South Dakota School Board Recognition Week. In [your school district], we are planning a number of activities to honor the men and women who serve on our school board for their dedication to our schools and community. On behalf of the district, I would like to invite you to participate in this special week and help publicly thank our locally-elected school board members.

Over the course of the week, we are planning the following events:
[listing of events].

If you are interested, I have some suggestions for things you might do to honor the [your school district] board of education. You could:

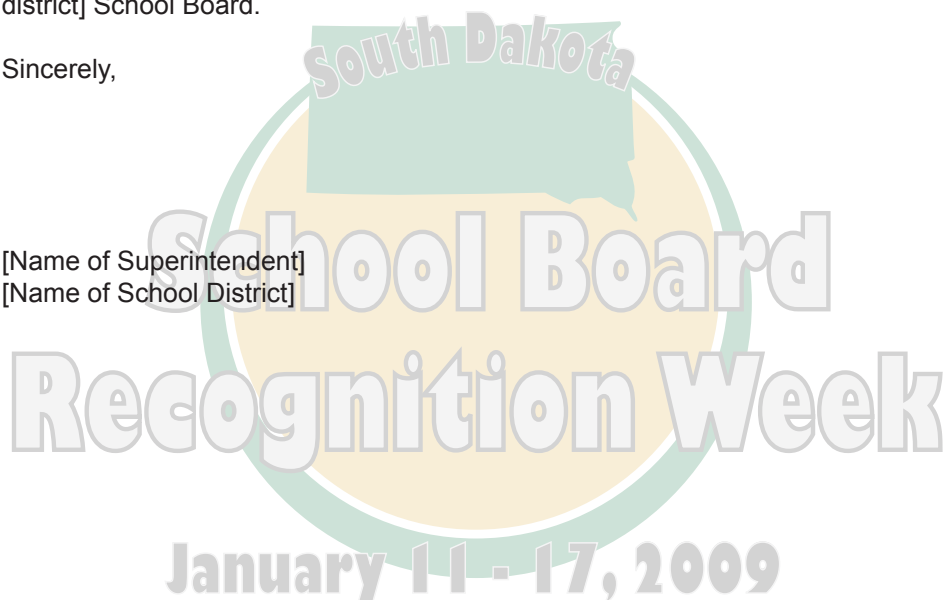
- Display an appreciation sign in your display case or front window;
- Sponsor a newspaper advertisement thanking the board for its dedication and service;
- Sponsor a public service announcement at the local radio station;
- Invite board members to your January meeting to recognize them;
- Feature the board in your January newsletter;
- Host a fun event for board members and their families;
- Send each board member a certificate for a free cup of special coffee from a local, popular coffee shop.

Please call me at [your phone number] or e-mail at [your e-mail address]. I would enjoy discussing this idea further.

Thank you for your support in this much-deserved recognition of the [your school district] School Board.

Sincerely,

[Name of Superintendent]
[Name of School District]





Education Quotes

“If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people.”

– *Chinese proverb*

“Education enables people and societies to be what they can be.”

– *Bill Richardson, Governor, New Mexico*

“Education is not the filling of a pail, but the lighting of a fire,”

– *William Butler Yeats*

“The goal of education is the advancement of knowledge and the dissemination of truth.”

– *John F. Kennedy*

“What greater gift can we offer the republic than to teach and instruct our youth?”

– *Cicero*

“Education is not preparation for life; education is life itself.”

– *John Dewey*

“There is a place in America to take a stand: it is public education. It is the underpinning of our cultural and political system. It is the great common ground. Public education after all is the engine that moves us as a society toward a common destiny...It is in public education that the American dream begins to take shape.”

– *Tom Brokaw*

“Next in importance to freedom and justice is popular education, without which neither freedom nor justice can be permanently maintained.”

– *James A. Garfield*

“Genius without education is like silver in the mine.”

– *Benjamin Franklin*

“Education: a debt due from present to future generations.”

– *George Peabody*

“Education is the most powerful weapon which you can use to change the world.”

– *Nelson Mandela*

“Education is the transmission of civilization. Civilization is not inherited; it has to be learned again by each new generation.”

– *David Kearns, former chair Xerox Corporation*

“Education is the cornerstone of our communities and our country”

– *Bill Frist, U.S. Senator, Tennessee*

“Education’s purpose is to replace an empty mind with an open one.”

– *Malcolm S. Forbes*

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it’s the only thing that ever has.”

– *Margaret Mead*



Sample Marquee Messages

Jan. 11-17... School Board Recognition Week... Say 'Thanks!'

We Appreciate Our School Board!

School Boards are Essential to Students' Success... Thank You!

Strong Schools = Strong Communities... Thank Your School Board!

School Boards Lead so Students Achieve!

Thank a School Board Member Today!

School Boards: Leading the Way for Education!

School Boards Make a Difference for Our Kids!

School Boards Share Because They Care!

Elected to work for our kids! Thank you, School Board!

School Boards Make a Difference!

Our School Board is Leading Students to Success!

