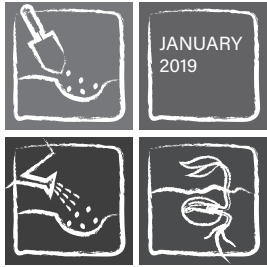


PLANTING SEEDS OF SUCCESS



SCHOOL BOARD RECOGNITION MONTH

IDEAS TO GET YOU STARTED

Let your board members know how much their work for students is appreciated during School Board Recognition Month (SBRM) in January. This printed kit is just the starting point. Visit sbrm.tasb.org for artwork, sample news release, downloadable logos for your website and printed materials, and other resources.

The theme for 2019 is Planting Seeds of Success, and we hope these ideas will take root and blossom into successful board appreciation campaigns in your district!

Plan a board member recognition event

- Plan a special reception at your January board meeting and invite community members, students, parents, the media, city council members, and more.
- Present SBRM certificates, student thank-you cards, artwork, and any other tokens of appreciation to board members during the event. (Certificates in printed kit and available in late October on sbrm.tasb.org.)
- Feature student entertainment at the event.
- Have culinary art students prepare refreshments for attendees or dinner for trustees scheduled before community members arrive.
- Ask staff to say a few words on behalf of their teams, including teachers, school secretaries, bus drivers, cafeteria workers, etc.
- Give special recognition to trustees with extensive service records.
- Ask local businesses to host and/or support the event.

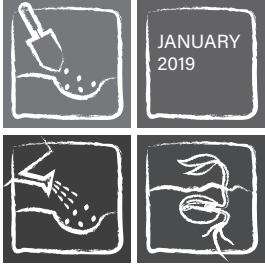
Promote school board appreciation in the community

- Encourage your city council, chamber of commerce, or PTA to pass a local SBRM proclamation.
- Ask your local chamber of commerce for an endorsement. Your chamber knows the importance of a strong education system in attracting new industry.
- Publish information on board members, including their background, years of service, accomplishments, etc. This information can be distributed in a variety of formats, like a brochure, web page, blog, social media, and even communicated at civic meetings.
- Place appreciation messages on school marquees. (Available in late October on sbrm.tasb.org.)
- Ask your PTA or students to place a thank-you ad in the local newspaper and district newsletter. (Available in late October on sbrm.tasb.org.)
- Download the SBRM logo and print them on shirts, use them on school or district websites, and more. (Available in late October on sbrm.tasb.org.)

Promote SBRM using your district's digital assets

- Place a SBRM logo "badge" on your district's website. (Available in late October on sbrm.tasb.org.)
- Place a SBRM logo in staff e-mail signatures during the month of January. Link the logo to your dedicated-SBRM district web page or sbrm.tasb.org. (Available in late October on sbrm.tasb.org.)
- Use your district's blog or website to post information about SBRM, trustee profiles, and more.

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- Watch TASB's Facebook, Twitter, and Instagram accounts for updates. Feel free to like, retweet, and share posts.
- Reach out to your followers with information about upcoming appreciation events and link to your SBRM-dedicated district website.
- Share SBRM graphics on your social media accounts. Be sure to use #SchoolBoardMonth on Twitter and Instagram. (Available in late October on sbrm.tasb.org.)
- Invite your community members to share their appreciation for trustees through social media and e-mail.

Get media coverage

- Send a news release about SBRM. (Customizable template available on sbrm.tasb.org in late October.)
- Provide your local media information about what the board does, major decisions and actions your board is facing, and the amount of time trustees spend supporting your district. Offer to coordinate interviews with trustees.
- Send an article about SBRM to your local news outlet. (Available in late October on sbrm.tasb.org.)
- Ask your local radio and television station to run a public service announcement.

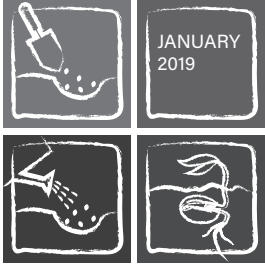
Educate students, the community on what a school board does

- Hold mock school board meetings and elections in high school and invite your trustees to attend.
- Include information about what a board does on your district/school cable TV channel or in school newspapers. Encourage students to interview board members.
- Link to and share TASB's video about the role of a school board in classrooms, your website, and on social media. (Available in late October on sbrm.tasb.org.)
- Photocopy and distribute our Helping Our Kids Shine: Understanding Your School Board brochure, available in English in Spanish.

Other creative ideas and student projects

- Have students plant a "Thanks for helping our district grow/bloom!" school garden to show appreciation. Have students decorate large rocks or other garden art with trustees' names on them to commemorate the garden.
- Help elementary school students create a paper flower garden from construction paper, tissue paper, wrapping paper, cupcake liners, paper plates, or another material. Each child can write a thank you on the front of a flower or butterfly with his or her name.
- Have students create a large banner in the shape of a tree that says, "Thank you, board members!" Have students create leaf-shaped thank-you notes with their name to fill out the top of the tree.
- Give board members coupons for a free school lunch. Have members of the schools' student council or other student group sit with the board member.
- Visit your board members' place of employment and thank them for their service.
- Give board members a free pass to district events for the month of January.

PLANTING SEEDS OF
SUCCESS



SCHOOL BOARD RECOGNITION MONTH

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- Invite board members to athletic events to throw the first ball or blow the whistle to kick off the game.

Remember to complete and return the **Tell Us How You Celebrated!** form to share your great ideas and help us continue to improve this campaign.

TASB cautions staff and community members to only provide gifts of minimal value (under \$50) to keep clear of state bribery laws and laws that prevent school board members from being compensated by their district.