



IDEAS TO GET YOU STARTED

Let your board members know how much their work for our 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 2021 is Navigating to Success, and we hope these ideas will sail off and turn into successful board appreciation campaigns at your district!

Plan a board member recognition event

Given the current pandemic, please substitute virtual events as appropriate.

- Plan a special reception at your January board meeting, either online or virtually. 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. (Available in October on sbrm.tasb.org.)
- Feature student entertainment at the event.
- 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 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, and even communicated at civic meetings.
- Place appreciation messages on school marquees.
- Ask your PTA or students to place a thank you ad in the local newspaper.
- Download the SBRM logo and print it on shirts, use it on school or district websites, and more. (Available in October on sbrm.tasb.org.)

Promote SBRM using your district's digital assets

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



- 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 #SchoolBoard-Month on Twitter and Instagram. (Available in October on sbrm.tasb.org.)
- Invite your community members to share their appreciation for trustees through social media and email.

Get media coverage

- Send a press release about SBRM. (Customizable Microsoft Word template available on sbrm.tasb.org in 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.
- Ask your local radio 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 either virtually or in-person.
- 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 on sbrm.tasb.org.)
- Photocopy and distribute our Helping Our Kids Shine: Understanding Your School Board brochure, available in English in Spanish. (Available on sbrm.tasb.org.)

Student projects

- Have students create sailboat thank-you notes using colorful construction paper cut-outs of triangles and half circles. Older students can write thank you letters that are curled up and placed in empty, clean soda bottles as a "message in a bottle."
- Use blue butcher paper to decorate a door like the ocean with the words "Thank you for looking out for my future." Have students write their name on a fish and/or boat to arrange in the ocean. Consider having students place their picture next to their name.
- Have culinary students bake cupcakes for board members. Decorate them as sail boats by creating sails out of toothpicks and paper to place on top.



Other creative ideas

Below are some fun suggestions for districts. Given the current pandemic, please substitute virtual events as appropriate.

- Have students create a snorkel mask using a paper plate or cardstock. During your next in person or virtual board meeting, have students thank trustees with a skit while wearing their snorkel.
- 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.
- Invite board members to athletic events to throw the first ball or blow the whistle to kick off the game.

Don't forget 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.