



# School Board Member Recognition Month

School board members have a tremendous impact on the quality of life of the whole community. Please join schools, governments, and civic organizations nationwide in saluting their dedication and hard work during School Board Member Recognition Month in January.

Here are a variety of ideas for activities to make this occasion special to your school board members. Please include your representative on the state Board of Education as well as your local school board members in your celebration activities.

**Note:** AASB encourages medium to large school systems to consider coordinating events among the schools so that neither the schools nor the board members are overwhelmed with activities during the month.

## **Plan a board member recognition event**

- Plan a special reception at your January board meeting. Invite community members, students and parents to thank members for their service.
- Send SBMRM certificates, student thank-you cards, artwork and any other tokens of appreciation to board members.
- Ask staff to record a few words on behalf of their teams, including teachers, school administrative assistants, bus drivers, cafeteria workers, etc.
- Give special recognition to school board members with extensive service records.
- Ask local businesses to post notices of School Board Recognition Month in their business or on social media.

## **Promote SBRM using digital assets**

- Place an SBRM logo in staff email signatures during the month of January. (Available at [www.AlabamaSchoolBoards.org/SchoolBoardMonth](http://www.AlabamaSchoolBoards.org/SchoolBoardMonth))
- Use your school systems' blog, newsletter or website to post information about SBRM, post trustee profiles, and more.
- Retweet and share and share posts from AASB's social media account and add a personalized message.
- Share SBRM graphics on your social media accounts. Be sure to use #ThanksBOE , #SchoolBoardMonth and #CultivatingBrilliance on Facebook and Twitter.
- Invite your community members to share their appreciation for board members through social media and email.

**In the News:**

- 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.
- Ask local newspapers to use Board Member Recognition Month logos and run advertisements as a public service during January (see camera-ready ad).
- Submit a guest column or opinion piece to your local newspaper about the job your board members do.
- Provide newspapers, television and radio stations 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 Your Community:**

- Encourage the city council, county commission and/or chamber of commerce to issue an official proclamation honoring your school board members and commemorating January as School Board Member Recognition Month in your community (see sample resolution).
- Collaborate with local businesses to provide discounts or special offers for board members during the month
- Ask local merchants to use their marquees to say “thanks” to the school board.
- 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.
- 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 board member's employers to sponsor ads recognizing their employee for their community service.

• # # #