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SOUTH DAKOTA  
**SCHOOL BOARD  
RECOGNITION WEEK**  
JANUARY 13-17, 2014

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HONORING LOCALLY ELECTED  
**EDUCATION LEADERSHIP**

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SCHOOL BOARD RECOGNITION WEEK  
RESOURCE KIT



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**OUR MISSION:** ASBSD advances public education by empowering local school board leaders and advocating for a thriving public education system.

## INTRODUCTION

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ASBSD is pleased to announce that January 13-17, 2014, will be South Dakota School Board Recognition Week. The week offers your district an opportunity to publicly thank the men and women who serve on your local board of education. We hope it will be a time your students, staff and community share their appreciation for the leadership provided by board members.

This kit includes several resource materials that will help you plan and conduct recognition activities. We've provide:

- Instruction sheet, outlining each section of this packet
- Suggested activities to coincide with School Board Recognition Week
- News release for local media outlets and a sample letter-to-the-editor
- Sample resolution for city councils, county commissions, student councils or PTAs.
- Sample radio script for a public service announcement
- Sample letter of invitation to community members and organizations

If you have any questions, please contact Tyler Pickner at 605-773-8382, 605-881-3791 or at [tpickner@asbsd.org](mailto:tpickner@asbsd.org). Thank you for your support in making South Dakota School Board Recognition Week a success.

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School Board Recognition Week Resources



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# INSTRUCTION SHEET

## Sample Activities

Pick from the dozens of activity ideas to plan your celebrations during School Board Recognition Week. Don't let this week slip by without recognizing your local school board members.

## Media Relations

Print the news release on district letterhead and submit it to local media. Be sure to add information about special ceremonies or events you are planning for your local board members. This news release will work for your district newsletters, too. Or, use the sample letter-to-the-editor for publication in your local newspaper.

## Sample Resolution

Help elected officials or other groups officially recognize the school board by providing them with this sample resolution.

## Radio Public Service Announcement

Contact local radio stations 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.

## Invitation Letter

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.

## Certificate of Appreciation

Complete the Certificate of Appreciation and present it to each of your district's board members, honoring them for their service.

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## ACTIVITY TIPS SHEET

The January board meeting is an ideal time for a special presentation. Students, teachers and staff can all participate, and community members will welcome the opportunity to thank board members for their service.

Use the following ideas to draw attention to your appreciation efforts.

### Board Meeting Recognition Tips

Here are a few ideas to help you plan a recognition event during a board meeting.

- Have school librarians dedicate books in the name of each board member as a lasting symbol of the board's contribution to student learning. Prior to the meeting in January, give members a chance to look at the books being given in their names and sign each of them.
- Present board members with coupons for "Free School Lunch." Have them sit with members of student senate or another student group.
- Put together an e-mail to students, district staff or civic organizations to announce School Board Recognition Week. Invite them to the January school board meeting to join in the celebration.
- Ask a local restaurant or grocery store to sponsor refreshments or dinner for the board.
- Promote the event at school events and on school message centers or marquees.
- Ask teachers or staff members to donate a gift to each board member, such as goodie baskets, athletic or play tickets, personalized mugs, etc.
- 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.
- 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.

### More Tips for Getting Students and Staff Involved

- Ask schools to "adopt a board member" and board members to story time with the first graders or lunch with the sixth graders, for example.
- Ask elementary children or high school design students to color and decorate "School Board Recognition Week" posters to put up in the school building or in downtown store windows.
- Use school message centers (bulletin boards, etc.) to thank school board members.
- 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 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.

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School Board Recognition Week Resources



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- 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.

#### Tips for Reaching 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.
- Encourage the city council, local chamber of commerce or PTA to sponsor a PSA “Thank You” announcement at a local radio station (look for the sample PSAs).
- 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.

#### Tips to 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 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.

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## MEDIA RELATIONS - SAMPLE NEWS RELEASE

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FOR IMMEDIATE RELEASE

[Date]

[Your name and title]

[Your school district]

[Your phone number and e-mail]

[NAME OF DISTRICT] to celebrate School Board Recognition Week

The [your School District] will join districts across the state to thank school board members for their leadership and service to our local school district and community during School Board Recognition Week, Jan. 13-17.

“This week is a good opportunity to recognize our school board for their dedication to our children and our community,” said [first and last name of Superintendent], [your School District] Superintendent.

More than 880 South Dakotans are members of a local school board. The board members who serve on [your School District] School Board are responsible for setting the vision and goals for the district. They work to provide a quality education for [\_\_\_\_] K-12 students and oversee an annual budget of \$[\_\_\_\_]. The school board also hires quality educators, sets district goals, adopts policies and evaluates progress while keeping the interests of our students first.

“As elected leaders, school board members serve an important role. They are the link between the school and community,” said [last name of Superintendent].

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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## MEDIA RELATIONS - SAMPLE LETTER TO THE EDITOR

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[Date]

Dear Editor:

In challenging times, a community's elected officials face incredible challenges. Often, they are required to make choices and decisions they never dreamed they might face when agreeing to offer themselves up for public service.

In **(your district's name)**, school board members must develop policies and make tough decisions on complex educational and social issues impacting the entire community.

South Dakota School Board Recognition Week provides a perfect opportunity to honor the contributions being made daily by our school board members.

Serving on a local school board has always been more than what the public sees: meetings once or twice a month and demanding issues, such as the school calendar, dress codes or attendance boundaries.

But beyond that, our board members play a very real role in preparing the district's students for an ever-changing world. They help spread the word about the individual and collective successes of our students and our professional staff.

This community is fortunate to have a team of dedicated men and women on the (insert district name) School Board who are champions both of fiscal responsibility and community progress. For these and many other reasons, they deserve our support and appreciation during School Board Recognition Week.

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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School Board Recognition Week Resources



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## SAMPLE RESOLUTION

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Encourage local city councils, county commissions, student councils or parent-teacher organizations to pass a resolution in support of School Board Recognition Week. Here's a sample you can use.

**WHEREAS**, [NAME OF ORGANZIATION] recognizes the importance of public education in our community; and

**WHEREAS**, [NAME OF ORGANZIATION] appreciates the vital role played by those individuals who, as local school board members, establish policies to ensure an efficient, effective school system; and

**WHEREAS**, school board members serve as a voice that enables our community to preserve local control of our public schools; and

**WHEREAS**, school board members are charged with representing our local education interests to state and federal government and ensuring compliance with state and federal law; and

**WHEREAS**, school board members selflessly devote their knowledge, time and talents as advocates for our schoolchildren; and

**WHEREAS**, local school board members are strong advocates for public education and responsible for communicating the needs of the school district to the public and the public's expectations to the district;

**THEREFORE, BE IT RESOLVED**, that [NAME OF ORGANZIATION] recognizes and salutes the members of the [SCHOOL DISTRICT NAME] School Board by proclaiming Jan. 13-17 as School Board Recognition Week.

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School Board Recognition Week Resources



Associated School Boards of South Dakota



## SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

### “School Board Recognition Week”

(15 seconds)

January thirteenth through the 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].

### “School Board Recognition Week”

(30 seconds)

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

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

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School Board Recognition Week Resources



Associated School Boards of South Dakota

## SAMPLE INVITATION LETTER

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[Date]

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

January 13-17, 2014, is South Dakota School Board Recognition Week. We are planning activities to honor the men and women who serve on our school board. 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] school board. 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;
- Host a fun event for board members and their families;

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 supporting the [your school district] School Board.

Sincerely,

[Name of Superintendent]

[Name of School District]

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School Board Recognition Week Resources



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